SINBAD' GRANTED CODE SEAL

A Production Code seal has been granted to RKO Radio Pictures' "Son of Sinbad," following deletions requested by the Production Code Administration, it was learned here yesterday. Meanwhile, it was announced on the Coast that RKO Radio has set a May 28 release date for "Son of Sinbad," along with eight other pictures including Howard Hughes' "Jet Pilot," during the next few months.

"Son of Sinbad" was held back from release for about a year during which time the company declined to make requested PCA changes. Previously, RKO released "The French Line" without a Code seal, was fined by the Motion Picture Association, but never paid the fine.

N. Y. 'Fireman' Bill Dies in Committee

Special to THE DAILY

ALBANY, N. Y., March 31—The Marro "firemen-in-theatre" bill is dead. Theoretically, all Senate measures are off the adjournment—scheduled for Saturday—but the Senate Committee will not report the measure, which could cost exhibitors heavily.

The bill, sponsored by Sen. Joseph R. Marro, New York Democrat, provides that the commissioner or other head of any paid fire department in a municipality "may detail not to exceed two members of the uniformed service to assist fire fighters at the station when called upon."

MPA Board Meet to Be Held Next Week

The annual board of directors meeting of the Motion Picture Association of America has been postponed until the latter part of next week. The delay was caused by the illness of (Continued on page 2)

Holland Finally Gets 'Gone With Wind'

"Gone With the Wind" will be released for the first time in Holland on April 22, leaving but one country of the free world, Denmark, in which GWTW has not been shown.

The Holland premiere, biggest in the country's cinematic history, will take place simultaneously in five theatres in three cities. They are: the City and Kriterion Theatres, Amsterdam; the City and Odeon Theatres.

W. B. Sets C'Scope For Lindbergh Film

From THE DAILY Boston

HOLLYWOOD, March 31—Emphatically denying that Warner Bros. is weighing the use of the VistaVision process for its forthcoming production of "The Spirit of St. Louis," Jack L. Warner, executive producer, (Continued on page 2)

Columbia Is Preparing Suit Against Memphis Censors' Ban of 'Bamboo'

MEMPHIS, March 31—Columbia Pictures announced today that it would file suit against the Memphis and Shelby County Board of Censors, seeking a reversal of the board's ban on "Bamboo Prison" and a ruling on the constitutionality of Memphis censorship laws.

Col. William W. Goodman, attorney for Columbia, said the suit against the board is now being prepared and will be filed next week.

"I have been instructed by Columbia Pictures Corp. to proceed with legal steps for court review of the action of the censors," he said, and added:

"We look upon this 'Bamboo Prison' ruling as Exhibit A of what happens when the people of a community surrender their constitutional guarantees of freedom to a small group of censors.

"There is a constitutional question as to the validity of abridging freedom of speech through this Memphis censorship board, and we hope to make an issue of this basic question."

A recent court test of Memphis film (Continued on page 6)
Personal Mention

JAMES A. MULVEY, president of Samuel Goldwyn Pros., is scheduled to leave here today for the Coast. MARTIN DAVIS, Goldwyn Eastern advertising-publicity director, returned to his desk here yesterday following a Coast visit.

HAORD ROSENBERG, booker in the Warner Brothers exchange and son of N. York, was here yesterday in pursuit of the AA distribution offices in Europe.

R. A. COLISTRA, comptroller of the Westrex Corp., has left New York by plane for a tour of the countries of South America.

HOWARD J. ROMANS has been named general manager of Columbia Motion Pictures Corp.

GEORGE BALLACHINE, choreographer, will leave here today for London via B.O.A.C. Monarch.

JOSHUA LOGAN, director, will leave here by plane today for Hollywood.

'Fireman' Bill

(Continued from page 1)

department to each and every place of amusement or entertainment to which the public is admitted, whenever machinery or scenery are in use, and one or more persons participate in the actual performance of a play, show or other type of entertainment.

"As many additional members as he may deem necessary" can be detailed, together with the bill to any place of amusement at which a play, show or other performance is witnessed by six thousand or more persons in any twenty-four hour period.

Gone With the Wind

(Continued from page 1)

The Hague, and the Lumiére Theatre in Rotterdam. Following the pattern of 'A Star Is Born,' a big promotion campaign has been set up to launch the picture, according to Loew's International.

The delay in releasing the picture in Holland was caused by restrictive regulations. Similarly restrictions in Denmark have held up the release of the picture being released.

'Command' Apr. 20

World premiere of Paramount's "Command," a great promotion campaign, will be held at the Paramount Theatre here on April 20. This event, to be held in association with the Air Force Association, will be attended by diplomatic, military, civic, social, business and Hollywood personalities.

12,711 U.S. Houses 'Scope-Equipped; 7,000 Overseas

Twentieth Century-Fox's sales statistical chart on CinemaScope installations, for the week ending March 23, put the count of 12,711 theatres in the United States are equipped to present CinemaScope product with magnetic subtitles.

Company officials who compile international statistics reported that as of March 25 there were approximately 3,000 theatres in the foreign market equipped for CinemaScope equipment being installed at an average rate of 150 per week.

One 20th-Fox International executive estimated that "by the end of the year there will be some 15,000 theatres overseas equipped for CinemaScope."

Average Is 70 Weekly

In the United States, the 20th-Fox statistics show that exhibitors are installing CinemaScope equipment at an average of 170 each week. The sales report shows that 3,507 theatres were equipped with magnetic stereophonic sound, 3,852 were pur chased, and 8,502 theatres were presenting CinemaScope product with optical sound.

Of the total 12,711 theatres in this country showing CinemaScope films, as of March 19, the 20th-Fox statistics show that 12,144 are for wall theatres, 1,594 are drive-ins, 235 are Army installations and 16 are non-theatrical.

WB 'Scope

(Continued from page 1)

stated that the picture based on the Pulitzer Prize-winning story will definitely be made in CinemaScope, WarnerColor and stereoscopic sound as originally announced.

"The Spirit of St. Louis" will be produced for Warner Bros. by Leland Stiles, with Billy Wilder directing and James Stewart portraying Charles Lindbergh in the latter's own Pulitzer Prize story.

MPA Board

(Continued from page 1)

MPA's president Eric Johnston, now in Washington, D.C., was here yesterday, with Billy Widerly directing and James Stewart portraying Charles Lindbergh in the latter's own Pulitzer Prize story.

New York Theatres

RADIO CITY MUSIC HALL
Rockefeller Center

"THE GLASS SLIPPER"

in radiant COLOR starring
Leslie CARON & Michael WILDEING
At M-G-M Picture and THE MUSIC HALL'S GREAT EASTERN STAGE SHOW

UA Chicago Meet
Set to Open Today

CHICAGO, March 31.—The second series of United Artists' 1955 sales convention sessions will open here today with the introduction of the new Travel Ad, an all-aluminum poster frame that fits on top of any automobile.

This latest model is being made available, at the beginning of the outdoor season, and we believe that exhibitors all over the country will be anxious to take advantage of this opportunity to advertise their current and coming attractions through this new and effective medium.

George E. Dembowski, vice-president in charge of sales for National Screen, said, "The Travel-Ad is designed to commemorate a 24 square foot type of announcement. Atop the frame is a large aluminum "fin" for display of theatre name and Playdates. At aluminum realism on a staff at the front provides space for billboard second features, short or special events.

The mounting stand, also of aluminum, is the type used for ski racks that are dispersed above automobile construction with rubber vacuum cup mounts and clingo straps. Installation on an auto roof in less than two minutes is claimed. It can either hold any driving or damage to the vehicle. N.S.S. said, "The Travel-Ad frame is said to have been designed specifically to withstand high wind pressure. It is available on a rental basis.

Heber of Toronto, Robert Rabin of Calgary, Harry Wood of Winnipeg, Abe Feinstein of Winnipeg, Sam Grundig of Montreal and I. J. Davis of Motion Picture Daily, Martin Quigley, Editor-in-Chief and Publisher; Sherwood Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publications Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3100. Cable address: "Quiglibus, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Tom J. Sullivan, General Sales Manager; David V. Fedor, Advertising Manager; Gus H. Pauley, Production Manager; Hollywood Bureau, Vance-Vine Building, Samuel D. Reyan, Manager; William K. Weavers, Editor, Hollywood 7-3145; Chicago Bureau, 120 South LaSalle Street, Urban Farley, Advertising Representative, FT 5-0784, Washington, D. C. Atlantic, National Press Club, Washington, D. C. London Bureau, London W. 1: Halse Burns, Manager; Peter Burns, President; B. G. Ogier, Publisher; B. P. Combs, Managing Editor; and Better Refreshment Merchandising, each published 13 times a year as a service of Motion Picture Herald, Motion Picture and Television Almanac. Entered as second class matter at Section 19, 1926, at the post office at New York, N. Y., under the Act of March 3, 1879. Subscription rates per year, $4 in the Americas and $12 foreign; single copies, 10c.

Peter' Impresses Glasgow

(Continued from page 1)

leading figures of Scotland. There were present not only well known clergymen from the most prominent Catholic priests. The latter were quoted as saying, "The picture brings men closer to God."

The importance of the occasion is testified by the fact that the British Broadcasting Corp. devoted 15 minutes to the occasion by airing interviews with distinguished guests at the premiere.

One of the guests, leaving the theatre following the performance, declared "This is a movie in a million," and added: "I am sorry we didn't have the opportunity to express the general view of all attending."

Peter' Premieres Held
In N. Y., Glasgow, London

The American premiere of 20th Century-Fox's CinemaScope production, "A Man Called Peter," at the Roxy Theatre here last night matched in brilliance and public interest the similar show held in Glasgow and London last night. The Carlton Haymarket, London, and Glasgow's La Scala Theatre played the scenes of the premieres abroad.

The American premiere of the film biography of Peter Marshall, at the Roxy Theatre in Gowl, saw crowds in溢 overflowed to Supper Street early as 4:20 p.m., fully three hours before a colorful series of theatregoers staged for the TV and newsreel cameras.

A parade down Seventh Avenue from 50th Street to the theatre initiated proceedings. Rear Admiral Gordon B. McClintock, superintendent of the U.S. Merchant Marine Academy, was guest of honor of the parade, leading an aggregation of tartan-clad Scottish War Veterans, the Canadian Legion, a 7-man curling team and from the Caledonian Hospital in Brooklyn, and the Pipe Band of the Thistle Guild.

Proceeds from the sale of tickets to the premiere in New York will go to the Caledonian Hospital and the Highland Fund of North America for its high schools.

It was announced by Mrs. Catherine Marshall and son Peter as co-guests of honor.

NSS Offering Poster Frame for Car Tops

A new approach to mobile outdoor advertising of local theatre attractions is announced by National Screen Serv.

"A Talk," the introduction to the Travel Ad, an all-aluminum poster frame that fits on top of any automobile.

This latest model is being made available, at the beginning of the outdoor season, and we believe that exhibitors all over the country will be anxious to take advantage of this opportunity to advertise their current and coming attractions through this new and effective medium.

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The mounting stand, also of aluminum, is the type used for ski racks that are dispersed above automobile construction with rubber vacuum cup mounts and clingo straps. Installation on an auto roof in less than two minutes is claimed. It can either hold any driving or damage to the vehicle. N.S.S. said, "The Travel-Ad frame is said to have been designed specifically to withstand high wind pressure. It is available on a rental basis.

Heber of Toronto, Robert Rabin of Calgary, Harry Wood of Winnipeg, Abe Feinstein of Winnipeg, Sam Grundig of Montreal and I. J. Davis
W INNERS of Academy Awards for 1954 more than likely faced the most spirited competition the annual selections of "bests" has experienced in years. There was no dearth of good pictures, nor of professional and technical skills going into their making. The year 1954 saw dozens of top-flight productions released to the nation's theatres, all of which vied for new records at the box office.

In this atmosphere of resurgence of motion picture prosperity, studios and individual producers extended their budgets to procure the best talent and technicians available. Under these circumstances, winners of 1954 Academy Awards are most deserving of congratulations. Meanwhile, the work of those who competed so well and lost out by margins which in many cases were most slender, should not be forgotten by a proud and grateful industry.

—S. K.
B. O. Hurt

(Continued from page 1)

managers reported business hurt generally, although some situations not as much as others.

A dissent on the over-all effect of the telecast on the box-office was voiced by a spokesman for RKO Theatres. He contended that Wednesday night business was governed by good or bad attractions, rather than the telecast. A spokesman for Stanley Warner declined to attribute what he called a small dip at the box-office Wednesday night to the telecast, saying that it could have been caused by many other factors.

List of Winners of Technical Awards

HOLLYWOOD, March 31.—One statuette and nine Honorable Mentions were given out in the scientific and technical Academy Awards classification here last night.

In Class One, statuette was given Paramount Pictures, Inc., Loren E. Ryder, John R. Bishop and all members of the company's technical and engineering staff for developing Vista-Vision.

No awards were made in Class Two.

In Class Three, honorable mentions were given the following: David S. Horsley and the U-I special photograhic effects department for portable remote control for process projectors; Karl Freud and Frank Crandell, Photo-Research Corporation, for design and development of a brightness meter; Wesley C. Miller, J. W. Stafford, K. M. Frierson and the M.G.M. sound department for electronic sound printing comparison devices; John Livadary, Lloyd Russell and the Columbia sound department for an amplifier limiting device; Robert and Max Goepninger, Magnascope Corporation, for a cathode-ray magnetic sound track viewer; Carlos Rivas, Jr., M. Spookies and the M.G.M. sound department for a magnetic sound-editing machine; Fred

Academy Winners Largely Free from Pact Commitments

From THE DAILY Bureau

HOLLYWOOD, March 31—Top talents who took down leading honors in the Academy's 27th annual awards ceremonies seem to have heard by estimation 80,000,000 are for the most part, free from contract commitments which, in years ago, served to limit their followers know forthwith what to expect to see them again and in what.

Sam Spiegel, "On the Waterfront" producer, this week signed with Columbia Pictures for three features to be made independently with Columbia financing.

Elia Kazan, director of "Waterfront," has no commitment but may work with Budd Schulberg, writer of the picture, on a joint project to film "Arkansas Traveler," from the Schulberg short-story collection, "Faces in the Crowd."

George Seaton, writer of "The Country Girl" screenplay, is at work on "Magnificent Despots," another William Perlberg-George Seaton production for Paramount.

Marlon Brando, "Waterfront" star, is forming Pennybaker Producing Co., independent.

Grace Kelly, "Country Girl" star, is down only for "The Barretts of Wimpole Street" for M-G-M.

Wilson, Goldwyn Studio department, for a variable multiple head amplifier; P. C. Young, M.G.M. projection department, for a focal length attachment to projector lenses; Fred Knoth and Otis Bunt, U-I technical department, for a hand portable oil fog machine.

The Walt Disney production for Buena Vista release, "20,000 Leagues Under the Sea" received an award for employing the best special effects of 1954. A special award was made to Jon Whiteley and Vincent Winter, the juvenile stars of the J. Arthur Rank production, "The Little Kidnappers," released in the United States by United Artists.

'A Good Show,' Industry Calls 'Oscar' TV Event

General applause for a job well done was granted to Wednesday night's Academy Award telecast by most industry observers, queried cast and broadcast, cased the resentment against the commercials early in the program by asking the audience when the TV telecast was picked him up again after a particularly lengthy commercial: "Remember Me?"

At another juncture, Hope, who was in good form for the entire program, told his TV and radio audiences that 1954 had been a good, prosperous year for motion pictures.

"A little more of the same," he remarked, "and the industry will be able to spread to sponsor this program itself."

The majority circuit officials and Broadway theatre executives expressed dissatisfaction with an outside sponsor, contending that the industry should sponsor the event. Oldsmobile however, has a five-year option to sponsor the "Oscar" telecast.

B.I.S.

British Information Services

"THURSDAY'S CHILDREN"

Academy Award Winner

best

Documentary Short Subject

1954

30 Rockefeller Plaza, New York 20, N. Y.
Academy winners since 1934:

1934 — "The Continental" — Con Conrad, Herbert Magidson
1935 — "Lullaby of Broadway" — Harry Warren, Al Dubin
1936 — "The Way You Look Tonight" — Jerome Kern, Dorothy Fields
1937 — "Sweet Leilani" — Harry Owens
1938 — "Thanks for the Memory" — Ralph Ranger, Leo Robin
1939 — "Over the Rainbow" — E. Y. Harburg, Harold Arlen
1940 — "When You Wish Upon A Star" — Ned Washington, Leigh Harline
1941 — "The Last Time I Saw Paris" — Jerome Kern, Oscar Hammerstein 2nd
1942 — "White Christmas" — Irving Berlin
1943 — "You'll Never Know" — Harry Warren, Mack Gordon
1944 — "Swinging On A Star" — James Van Heusen, Johnny Burke
1945 — "It Might As Well Be Spring" — Rodgers and Hammerstein
1946 — "On the Atchison, Topeka and Santa Fe" — H. Warren, J. Mercer
1947 — "Zip-A-Dee-Doo-Dah" — Allie Wrubel, Ray Gilbert
1948 — "Buttons and Bows" — Jay Livingston, Ray Evans
1949 — "Baby, It's Cold Outside" — Frank Loesser
1950 — "Mona Lisa" — Ray Evans, Jay Livingston
1951 — "In the Cool Cool Cool of the Evening" — H. Carmichael, J. Mercer
1952 — "Do Not Forsake Me, Oh My Darling" — Dimitri Tiomkin, Ned Washington
1953 — "Secret Love" — Sammy Fain, Paul Webster

ASCAP SONGS WIN THE 'OSCARS'

Year after year, ever since Oscars have been instituted, songs of ASCAP members have been acclaimed as the outstanding tunes used in motion pictures and have won Academy Awards.
We Congratulate
SAMMY CAHN
& JULE STYNE
on their
ACADEMY AWARD WINNING SONG

Three Coins in the Fountain

Theme Melody from the 20th Century-Fox
CINEMASCOPE Production

"THREE COINS IN THE FOUNTAIN"

ROBBINS MUSIC CORPORATION
799 Seventh Avenue
New York 19, N.Y.
Glittering Bow for 'Man Called Peter'

Snapped at last night's premiere of "A Man Called Peter," are, in the photo to the left, left to right, Mrs. Richard Todd; Todd, star of the film; Mrs. Spyros P. Skouras; Skouras, president of 20th Century-Fox; Mrs. Catherine Marshall, author of the novel, and son, Peter John. Above: Mr. and Mrs. Richard Todd.

Charles Einfeld, vice-president of 20th Century-Fox; Lady Malcolm Douglas Hamilton and Lord Hamilton, co-chairman of the Highland Fund of America.

Terry Moore, 20th Century-Fox star, and John Schlessinger, of the Schlessinger theatre interests in South Africa.

William Moelair, left, executive director of the Roxy Theatre, and Wm. C. Gehring, executive assistant general sales manager of 20th Century-Fox.

This wired photo from Glasgow shows at the premiere there: left to right, Lord Provost T. M. Kerr of Glasgow, Sir Alexander B. King, producer-exhibitor, and J. F. Pattinson, managing director in Great Britain for 20th Century-Fox.
PARAMOUNT HAS PUT A HOT NEW RHYTHM INTO BOXOFFICE BUSINESS ON BROADWAY! THE UPBEAT IS HEADED YOUR WAY!
EDITORIAL

Negotiation, Not Animosity, Needed

By Sherwin Kane

ALLIED STATES' announcement last week that it had lost hope of an industry round table being called to discuss exhibitor grievances and that, therefore, it will turn to any who will listen to its charge that distribution has appropriated the major benefits of the Federal admission tax relief granted last year, is understandable but nonetheless regrettable.

Calling one's business contemporaries hijackers while addressing anyone who will listen does not impress as a means of obtaining trade practice relief from the accused. It does promise to make a difficult situation more so.

* * *

If Allied's real—and only—aim is to obtain assistance for its distressed exhibitor members, it will have a far better chance of realizing that objective if it chooses almost any other course of action but the threatened one.

The only hope of attaining the relief Allied seeks is in conferences with the heads of distribution. It would seem that Allied's leaders would be better advised if they were to pursue that objective in some form other than a round table, if they regard a round table as a dead issue.

In that direction there is some hope of getting results.

All that public accusations and name-calling promise is some short-lived satisfaction for the spiteful.

A "LIFE" magazine report this week on 20th Century-Fox's "A Man Called Peter" veers from its laudatory course long enough to daub a part of the advertising campaign on the picture with the statement that it "set something of a record for plain bad taste and skirted close to blasphemy."

That, of course, is one reporter's opinion.

Opposed to it are the opinions (Continued on page 2)

137,000 of 270,000 Potential Patrons Saw 'Oscar' Telecast in Okla. City

More than half of the potential motion picture audience of Oklahoma City and vicinity stayed at home last Wednesday night to watch the presentation of the 27th annual awards ceremony of the Academy of Motion Picture Arts and Sciences on television, according to a survey made by market analyst Albert E. Sindlinger for COMPO.

The survey was conducted for the industry group by Sindlinger & Co. to obtain information that might be useful in the planning of the COMPO audience poll.

Despite the slump in box office business on Wednesday night in all parts of the nation, industry people feel that the Academy Awards show created considerable good will which will be felt in future business and grosses.

The survey showed that out of an estimated 270,000 potential theatre patrons in Oklahoma County, a total of

(Continued on page 3)

Japanese Producer Says Japan Should De-Freeze $8,500,000

HOLLYWOOD, April 3.—The Japanese government should de-freeze $8,500,000 which is now due the American film industry, and start over with "a clean slate," according to Masaki Nagata, president of Dai-Ichi Motion Picture Co., of Japan, and producer of "Gate of Hell," which won two Academy Awards.

Nagata, who also is president of South East Asia Film Producers Association, explained that Japan imports 170 pictures annually, of which 140 are

(Continued on page 6)

3 New Committees to Aid French Industry

By HENRI KAHN

PARIS, April 1 (By Air Mail).—The French film industry has decided to clean house on a grand scale. The Producers Syndicat is now fully aware that the state pays little heed to its demands and operates through the Syndicat pays little attention to the

(Continued on page 3)

James Carreras Says

UK 'Wide Open' for British Independent Productions

An optimistic report on the film business in Britain, from the viewpoint of British exhibition and independent production there, was voiced here by James Carreras, president of Exclusive Films of London.

Carreras, in New York conferring with major distributors on the marketing of his CinemaScope stereophonic sound, 30-minute cutters, said that the "general shortage of product in England" has created a "wonderful opportunity" for the British independent producer. "Any decent script," he said, "can get backing at the moment," with British exhibition giving the independent every encouragement.

He described business at the box office there as "very good" and ex

(Continued on page 5)

ABC Begins 2-Day Meet Here Today

A two-day planning and operations meeting of American Broadcasting Co.'s top executives to set the new 1955-56 fall season pattern for the nine owned and operated radio and television stations, which will begin here today, will be conducted by ABC president Robert E. Kintner.

Leonard H. Goldenson, president (Continued on page 3)

Exhibition Move

Parallel Action

By TOA, Allied

Forecast Here

Expect Shor to Propose Meeting in Near Future

By MURRAY HOROWITZ

Parallel action by Allied States Association and Theatre Owners of America on mutual industry problems is in the offing, it was forecast here at the weekend by a top Allied official.

The Allied executive, declining the use of his name, predicted that Allied president Ruben Shor shortly will propose a time and date for a joint meeting with an opposite TOA committee to work out a mutual program.

Shor, who recently returned to his Cincinnati home from an extended vacation, was said to be now ready to name the Allied committee to tackle the project. So much time has lapsed between now and the time the original Allied committee was named that

(Continued on page 3)

Two N. Y. Film Bills Die in Committee

Special to THE DAILY

ALBANY, N. Y., April 3.—The Grimes-Podell bill amending the New York City Administrative Code to provide that in the metropolis films should not be brought into projection booths of theatres unless they have been inspected and repaired and bore evidence thereof, immediately prior to shipment, died in the Senate and Assembly committees. A similar ending belied last year's measure.

The New York City inspecting and shipping local approached the proposal, with the support of the State Federation of Labor as a protection to the

(Continued on page 2)

Binford Welcomes Censor Law Test

Special to THE DAILY

MEMPHIS, April 3.—"I'm glad of it. I'll be glad to get rid of it and have it tested in court."

In the words, Lloyd T. Binford, chairman of the Memphis board of censors, welcomed the statement of Columbia Pictures that it would file suit against the Memphis and Shelby County boards of censors in banning "Bamboo Prison." Columbia also will seek a ruling on the constitutionality

(Continued on page 3)
Personal Mention

A MIRICO ABOAF, vice-president of Universal International in charge of public relations, left New York over the weekend for the Coast.

EARL WINGATE, 29th Century-Fox merchandising manager, returned to New York over the weekend from Oklahoma City.

M. SIMONS, M-G-M customer relations director, is in Charlotte from New York.

SAM ISRAEL, Universal-International studio publicity director, left Hollywood by plane Friday for New York.

S. GOLDBY, Jr., left the Coast by plane Friday for New York.

IRVING SHIFFMAN, of the Allied Artists exploitation department, is in Columbus, O., from New York.

E. STEVENS, president of Stevens Pictures, Atlanta, left there late last week for the Coast.

MORRIS GOODMAN, of Transfilm, was married in Forest Hills here last week to Michael Urbang.

Hy Retier, of Broadcast Music, Inc., has returned to New York from Chicago.

Tiomkin, Staub Set Featurette Series

HOLLYWOOD, April 3.—Composer-conductor Dimitri Tiomkin and Ralph Staub have reactivated plans for their projected series of 30-minute short features based on the lives of great composers and the circumstances under which they wrote their masterpieces, and will get into production immediately after Staub finishes the music for Tiomkin's new musical shorts which he is currently directing.

The Tiomkin-Staub deal calls for six 30-minute featurettes on Mozart, Mendelssohn, Liszt, Wagner, Beethoven, and Chopin. Tiomkin will write the scripts, compose and conduct the music for the series.

Blumberg Joins WB Ad Staff in Phila.

Mort Blumentock, Warner Brothers vice-president in charge of advertising and publicity, has announced the appointment of Irving Blumberg as advertising field representative for the Philadelphia and Washington territories, with headquarters in Philadelphia.

Blumberg recently resigned his position as advertising and publicity director for Stanley Warner Theatres in the Philadelphia zone.

Editorial

(Continued from page 1)

of thousands of clergymen who have interested themselves in helping to bring this picture to the attention of the mass public. They not only found no objection to the ad copy but, for the most part, found in tune with the informal, friendly nature of the late Peter Marshall.

"Life's" writer appears to be fully qualified to join the select circle which includes the author of those earlier "Life" articles which reported the demise of the motion picture theatre several years ago.

Saturation Openings For 'Purple Plain'

United Artists: "The Purple Plain" has been set for saturation regional openings in 24 Loew's theatres and three other key showcases, it was announced by William H. Blumberg, president in charge of distribution for UA.

The Loew's engagements, starting April 22, will unveil "The Purple Plain" in Akron, Atlanta, Buffalo, Bridgeport, Canton, Cleveland, Columbus, Dayton, Harrisburg, Houston, Indianapolis, Norfolk, Reading, Richmond, Rochester, St. Louis, Springfield, Toledo, Wilmington, Worcester and two houses in Boston.

The United Artists release will also open here in the Paramount Theatres in Denver and Seattle and the United Artists Theatre in San Francisco.

Circuits and Majors In Hub Trust Suit

BOSTON, April 3.—On anti-trust suit charging $1,500,000 damages has been filed in U. S. District Court by Kehnar Theatre Co., Harold Markell, operator-owner of the Eliot Theatre, Cambridge, claiming price manipulation, monopoly, conspiracy and improper run and availability.

The suit, filed against the American Theatres Corp., New England Theatres Inc., Loew's Boston Theatres, RKO Theatres, Keith Mass Corp., and TCF Film Corp., 20th Century-Fox, Warner Brothers, RKO, United Artists, Universal and Columbia, the suit was filed from the office of George S. Ryan and W. Bradley Ryan.

Asks Toleda Theatres Observe Good Friday

TOLEDO, April 3.—The Committee of Good Friday, which was organized in 1920, has requested the cooperation of downtown theatres here to be "A Warning Clock" from 12 to three.

All places of business have been requested to shut down allowing employees to attend services sometime during that period without loss of pay, according to Martin Smith, secretary-treasurer of the Toledo Theatres Association, the district.

20th-Fox Mulling 3 Spring Premieres

Twentieth-Century-Fox is reporting considering the staging of three spring premieres of the "galA" type for forthcoming releases: "Daddy Long Legs," "That Lady," and "Violent Saturday." Following such a success of Roxy's "A Man Called Peter" here.

Charlotte Workshop Panelists Lined Up

Vic Sicilia, city manager for Y & W Theatres with headquarters at the Rivoli Theatre, Muncie, Ind., will be a panel member at M-G-M's 14th Ticket Selling Workshop in Charlotte today. Mike Simons, in charge of exhibitor relations, announced.

Conrad Brandt, director of the Educational Bureau for Interstate Circuit, Inc., at Houston, who appeared at the Workshops at Columbus and Kansas City early in March, will again participate in the meeting in the Charlotte session which is part of a two-day meeting of Theatres, Literature and Advertising Liaison and called by the president of the organization to coincide with the Workshop date.

Also announced for the Charlotte Workshop will be the third appearance of the youngest exhibitor to serve on any of the panels, Joseph Jarvis of the Gilbert Stuart Theatre, Riverside, R.I.

Drive-in panelist will be David Chapman, owner and operator of the Moon-Glo Drive-In Theatre, Peluski, Tenn., whose appearance at Detroit last month was a highlight of that meeting.

Battle Looming Over Mexico Wage Scale

Special to THE DAILY

MEXICO CITY, April 3.—Exhibitors here are warning with alarm that a contract by the National Cinematographic Industry Workers Union (STIC) of revising collective labor contracts for its Section One (theatres) may be amended in May.

The wage demands of the STIC must be made during May, will feature demands for heavy pay hikes. The STIC has made it plain that it will be more insistent than ever for more pay by exhibitors.

The exhibitors, through the National Cinematographic Chamber, made it clear that they would refuse to allow any but the modest wage increase demanded by STIC indicates that, in the industry, it will call a general strike against theatres to get what it wants.

Goldstein predicts that high operating costs, particularly wages and taxes, and that their profits, though higher, are about what they were five years ago when living costs were slightly more than one-half what they are today, to contrate STIC's argument that local theatres are doing more business than they ever did.

Exhibitors here, also, point to the refunded admission price maximum of $50.00 required by the Mexican government for each picture.

N.Y. Bills

(Continued from page 1)

public. Theatre owners opposed it as unnecessary and unreasonable.

A bill by Sen. Fred G. Moritt for a Supreme Court jury trial in cases of injunctions by the State Education Department’s motion picture division, as an alternative to the present system of direct appeal to the Re- gens, died in the education commit- ttee.

The Brooklyn legislator sponsored a similar measure last year. He had urged a joint committeelu invids ifit films were rome.

Scotty Critic Hails 'Man Called Peter'

BY PETER BURNUP

GLASGOW, Scotland, April 3.—Following the première of 20th-Century-Fox’s “A Man Called Peter” here, newspaper critics were united in their praise of the picture.

A typical example read: “This is a refreshing indication that Hollywood is not only lifting its screens, but is also widening the approach in its responsibility to world-wide audiences. ‘A Man Called Peter’ undoubtedly will touch many hearts of men and women wherever it is shown.”

At the weekend the entire city was still talking not only of the picture’s excellence but 20th-Century-Fox’s display of showmanship. All newspaper carried pictures of the Glasgow’s premiere.

Egypt Seeks Outlet For Its Pictures

WASHINGTON, April 3.—The Egyptian government is reported to be studying ways to encourage the export of Egyptian films to the United States, according to Commerce De- partment motion picture chief Nathan Goldstein.

Goldstein said the Egyptian government feels an estimated 2,000,000 Arab immigrants in the U.S. would make it possible for the Egyptian film industry to produce from 62 pictures in 1953 to 84 films in 1954. Gold- Stein said the Egyptian government is stressing the need of improving the quality of films so that they can compete with films of other countries in the world film market.

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MOTION PICTURE DAILY, Monday, April 5, 1955

2
Code Seal to 'Line'

Following Revisions

Hollywood, April 3—A Production Code Administration spokes-
man confirmed Friday afternoon that a code seal has been
granted RKO Radio's "The French Line" following
revisions.

What effect this may have on the picture's booking possibilities in areas
where lack of a seal has limited its success, the Code spokesman
said, "is the most satisfying experience in his business career."

Say Pickford Studio Bid Over Goldwyn's

Hollywood, April 3—Mary Pickford outbid Samuel Goldwyn for their
colored television show. Miss Pickford reports that she bid $15,000 and
Goldwyn's is $1,501,000, it is reliably understood.

Shor is understood to be thinking in terms of a color version of "The
Great Gatsby," with Jack Warner bidding in the neighborhood of
$15,000,000 for the rights. (Continued from page 1 page 1)

TOA-Allied

(Continued from page 1 page 1)

French Committees

(Continued from page 1 page 1)

state. The request for better films, less sex and violence, which has come from many government officials, has, until now, been less than resounding.

Three committees are to be set up. First is the so-called "Reading Committee," which will examine manuscripts of films in production. Henry Freeway, the president of the Syndicat has made it quite clear that this committee is not to be compared with the Johnston office. The most it can do is to advise. But the president has indicated that he is willing to go along with the committee's advice quite easily. If a producer refuses to accept criticism of a film which, later, has difficulty with the official censor, then the committee will not aid on behalf of the film. If, on the other hand, the committee has given full support to a film and there is trouble, then the producer may depend on full Syndicat support.

The second request will be for a "Code Committee," which will examine the economic side of the industry and seek ways and means of reducing production
costs.

Cooperation Pledged

By Israel's Pearlman

Hollywood, April 3—Mohe Pearlman, Israel's director-general of
Government Information Services, declared here: "Full cooperation, with
the red tables, in my country will help supply needs, from a pin to an elephant."

Here is a completely off-beat story that should reflect good box-office results if for no other reason than it is off-beat.

Running time, 87 minutes. General classification. For April release.


Reviews

"Mambo" (Ponte De Laurenzi-Paramount)

T he phrase which would indicate that "Mambo" is a "dancing" picture is somewhat misleading, in that the film is primarily the story—and a rather sordid one it is—of the struggles of a young Venetian girl to better
her lot in life by lifting herself from her shun environment through dancing, and that she does it, incidentally, through marriage, about which she learns through the obvious maze of court intrigue. Names there are to build marquee value: Sylvana Mangano, 20, is the girl and Shelley Winters, 21, is the heroine of the Katherine Dunham troupe at are their primitive best in the dance sequences. The latter, unfortunately, play only a minor part in the production. Her part is too small to reveal either the abilities of the dancer or the fact that the writing credits are divided among four people—Guido Pizzoni, Ivo Perilli, Ennio De Concini and Robert Rosen. The latter also directed.

Miss Mangano is effective, although somewhat restrained as the girl who becomes a dancer in order to support her father, played by her fervent love for Gassman, ne'er-do-well who lives by his wits and her salary as a salesgirl. She attracts the eye of craggy Michael Rennie, the Count Morison, and into his entourage she is drawn to Venice's Venezia's Grand Masque Ball. She is humiliated and outraged by the Count's ardent advances. Furious at Gassman for not warning her, although he knew what would happen, she accepts the proffered friendship of Shelley Winters, dedicated manager of the Dunham troupe, and leaves Venice with him to become a dancer. After a year of hard work she returns to Venice as premier danseuse, meets both Gassman and the Count, and in a tangle of strange revenge on the Count, decides to abandon her new career and live with Gassman.

Having risen from the slums to what some might consider a life sin, she gets the Count a gig with a new show of friends, out of which, for reasons which are never quite clear, then at Gassman's urgent accepts the offer for the monstrous reason that the Count is doomed to an early death resulting from haemophilia. Having gone through with the marriage, she learns to regret her hasty decision and finds herself in a dilemma. The Count dies after a struggle with Gassman but Miss Mangano renounces any interest in his estate and departs to resume her dancing career.

It is an attempt to amalgamate Italian and Hollywood techniques, a goal which it never quite achieves.

Running time, 94 minutes. Adult classification. For release in April.

"This Island Earth" (Universal)

T AKE Buck Rogers, Space Cadets, Jules Verne and H. G. Wells, put
them into a cocktail mixer, shake well and you have "This Island Earth," Here is sheer fantastic science fiction that should spell substantial box-office. To use a trite phrase, it's an exploitation natural. The mere fact that people take a trip in a flying saucer to an unheard-of planet, in itself, is enough to whet the interest of the average patron. But add weird adventures, suspense and intrigue and you have a helping of a lot of fun.

Superficially, a flight in a space ship to the mythical planet of Metauma is an exciting experience, enhanced by excellent color by Technicolor. Heading the cast are Jeff Morrow, Faith Domergue and Charles Drake, each of whom, as well as those in the supporting cast, do a commendable job.

As for story—well, it seems there were a couple of scientists, Reason and Miss Domergue, who entered into a Geoffrey laboratory to aid in scientific experiment, becoming the prey of the house of Morrow and Ladd another were sent from the planet Metauma to find a new source of uranium. Reason and Miss Domergue try to escape in a private plane, but the plane crashes and the survivors, including the woman's brother, are drawn by a strange crowd and all are transported to the planet. It is on this trip, during which they are attacked by meteors, that much of the excitement prevails.

When the head man on the planet proposes a fantastic scheme, Morrow, Miss Domergue and Reason escape in the space ship, Morrow, who previously has been attacked by a Mutant, a strange animal, knows that he has been fatally wounded and permits the couple to fly off in the plane, while Morrow closes channel to the sea.

Produced by William Alland and directed by Joseph Newman, the screen-
play was written by Franklin Coen and Edward G. O'Callaghan from Ray-
mond Z. Schwartz's novel.

Here is a completely off-beat story that should reflect good box-office results if for no other reason than it is off-beat.

Running time, 87 minutes. General classification. For April release.

ABC Opens Meet

(Continued from page 1 page 1)

of American Broadcasting-Paramount
Theatres, Inc., may possibly attend the opening session of the meetings.

The agenda of the radio and television stations' board of governors will be the ABC owned radio and television stations' operations and their integra-
tion with the network's operations for the 1955-56 season.

Biographical Information

Miss domestic violence reports generally. ABC had disagreed sharply with the board's banning of "Bamboo Prison.

Dunham was attacked by a blogs by attorney and mem-
ber of the censor board, who did not see either of the two screenings of the film and voiced the opinion that the board should lift the ban.

of Memphis censoring laws generally:

ABC has been appointed infor-
mation officer to Hollywood, for con-
sumate of Israel in handling film matters.
The World's Most Dangerous Game Becomes a Top Boxoffice Event for You!

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Thunder—filmed in MEXICO...land of a thousand moods and a thousand changing colors...from sunrise to sunset!
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"Do you have to drink to face the Bulls, too?"

"No, I respect the Bulls!"

Matador

Starring

MAUREEN ANTHONY
O'HARA · QUINN

in GLORIOUS COLOR in
CinemaScope

In the wonder of STEREOPHONIC SOUND

with THOMAS GOMEZ and Mexico's Top Matadors
Jesus (Chuchito) Solorzano • Joaquin Rodriguez (Caparcho) • Rafael Rodriguez • Antonio, Vetergenes • Jorge (Rancherito) Aguilar • Felix Briones • Nacho Trevino

Directed and Story by
BUDD BOETTICHER · CHARLES LANG · CARROLL CASE
U.K. Seen ‘Wide Open’

(Continued from page 1)

A stroke of the pen on an ALTEC service contract brought protection of performance and equipment investment to this wise showman.

His satisfaction has since been expressed with a contract for additional theatres.

You can solve your sound service problem today. Call your nearest ALTEC office, or write ALTEC company, which owns ALTEC, 161 Sixth Avenue, New York 13, N.Y.

"Specialists in Motion Picture Sound"

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Japan

(Continued from page 1)

American, and that foreign producers earn about $10,000,000, of which 90 per cent is due to American companies, although a portion of this can be transmitted in cash under present regulations. Nagata, who has been called “America’s best friend in Japan,” said he and his associates are continuing to urge government to allow the U.S. to make total collections in cash.

Nagata, who produced last year’s Academy-honored “Rashomon,” told questions that Japan-produced pictures that are successful in this country not far less, proportionately, than American films do in Japan. The same industry, he said, can afford to make only two or three films on the “Gate of Hell” scale annually, although it produces between 350 and 375 pictures.

100 Show Cinemascope

Nagata said 100 of 3,900 theatres in Japan are equipped for Cinemascope, 70 of these being capable of handling VistaVision. Also that expanded systems had had stimulating effect as novelty but pictures play about equally well, regardless of screen ratios. Cinemag, opening in January in Tokyo and Osaka, is running exactly to expectations, he said.

Hanna to Europe

On ‘War and Peace’

Appointment of David Hanna to supervise production publicity for “War and Peace,” which will be filmed by the Ponti-De Laurentis organization in Italy, Finland and Yugoslavia, was announced by Peter and Paramount vice-president in charge of publicity, advertising and exploitation. Hanna, who has worked on American pictures in Europe in a similar capacity, will set up publicity headquarters for “War and Peace” in Rome. He also will handle television publicity in Finland and Yugoslavia.

Hanna is scheduled to arrive in Rome May 12 after confering with Paramount home office, studio and overseas executives. “War and Peace,” which is based on Leo Tolstoy’s novel, will be made in cooperation with Paramount, and will be filmed in VistaVision. King Vidor will direct.

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In the THEATRE
Equipment
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World . . .
... with RAY GALLO

RCA has announced it will distribute a new Griggs' auditorium chair "designed to provide maximum seating comfort at a minimum cost." The complete Griggs' line, including the Kroehler-developed "push-back" type, is distributed by RCA dealers. The new model (No. 71MBW) is fully upholstered. It features a manually operated steel ball-bearing hinge for positive up and down stops. It is equipped with braced, double-wall end stands cut out to match floor inclines. The chair seat is a cushion type with steel coil springs, and the metal back features an upholstered plywood panel bolstered with padding. Both are available in a variety of plastic tops and fabrics.

The Williams Screen Co., Akron, O., has announced price reductions for its "all-purpose" silver projection screens. The lower price was made possible by the "ample facilities provided for mass production by the company's two plants in Akron," according to H. C. Williams, president. Distribution of the screens is handled direct and through dealers of the Ballantine Company, Omaha.

"Ice Cider" is the name of a new ice-cooled drink made by the Friedjoff Dispenser Company of Chicago. It is equipped for home display with an illuminated globe containing plastic cascades over which the liquid flows. The unit has a beverage capacity of 41/2 gallons and 25 to 30 pounds of ice.

Steel Products Co., Cedar Rapids, la., now has a line of cup vendors available in three models, which can dispense either cold or hot paper cups at 1c, 5c or 10c. For cold cups there are units for both 7 and 9-ounce sizes, the former with a capacity of 175, the latter 110. A third model will hold 110 7-ounce hot cups. The units are called the "E-Z-Way Cup Vendors."

Frankfurter rotisseries and bun warmers constructed so they can be stacked two or three high to handle a large volume business have been introduced by the Dalasom Products Manufacturing Co., Chicago. The machines will hold foot-long frankfurters and sausages and are adaptable for other sizes.

A new rug shampoo machine equipped with an 11-inch brush and an offset water gun is available from the Kent Co., Rome, N. Y. It has a solution tank with a capacity of two gallons, which can be removed for scrubbing and polishing floors.

制作可口可乐

罗伯特·杨森的感谢信

第1页

MOTION PICTURE DAILY

星期一，4月4日，1955

在剧院
设备
及刷新

世界
...由RAY GALLO

RCA已宣布它将分发一种新的Griggs的礼堂椅子，称为“旨在提供最大的舒适度而花最少的钱”。完整的Griggs系列，包括Kroehler开发的“推回”类型，由RCA经销商分销。新模型（No. 71MBW）完全覆盖。它配备一个手动操作的钢球轴承铰链，用于确保上下停机时的稳定性。椅子座是一个软垫，用钢丝弹簧支撑，金属靠背采用一种覆盖有木板的软垫结构，用泡沫垫加固。这两部分都有多种塑料顶部和织物可用。

威利斯与罗伯特·杨森

威利斯公司，俄亥俄州阿克伦，O.，宣布了其“多功能”银幕投影屏幕的价格下调。较低的价格是由“充分的设施为大量生产由公司两座工厂在阿克伦生产”提供的，根据H. C. Williams，总裁。屏幕的分发是直接分发和通过经销商，由巴兰丁公司，奥马哈。

“冰苹果”是一个新的冰镇饮料，由弗里德乔夫分发器公司，芝加哥制造。它配备了家用显示与一个照明的球体，含有一种塑料瀑布，使得饮品流动。该装置的饮料容量为41/2加仑和25至30磅的冰。

钢产品公司，爱荷华州 Cedar Rapids，现在有一个杯子贩卖机，有三种型号，可以分发热或冷的纸杯，价格为1美分、5美分或10美分。冷杯有7和9盎司大小的单位，前者容量为175，后者为110。第三种型号可以装110个7盎司的热杯。这些单位被称为“E-Z-Way杯子贩卖机。"

法兰克福烤肉串和热狗温暖器被构造，允许他们可以被堆叠成两三个高来处理大量业务，这些机器被芝加哥的Dalasom产品制造公司引入。这些机器将能容纳一英尺长的法兰克福香肠和香肠，而且适应用各种尺寸。

一个新地毯洗发机，配有11英寸的刷子和一个偏置的水枪，可以从纽约州Rome的肯特公司获得。它有一个两加仑的溶液箱，可以取出清洗和抛光地板。
Buena Vista Congratulates Walt Disney!

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Stirring NEW True-Life Adventure Feature!

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BEST COLOR SET DIRECTION!
BEST COLOR ART DIRECTION!

Walt Disney’s
“20,000 LEAGUES UNDER THE SEA”

BEST SPECIAL EFFECTS!

Walt Disney’s
“20,000 LEAGUES UNDER THE SEA”
Showing Slated

‘Bamboo’ Ban Is Reversed In Memphis

Action by Censor Board Ends Threat of RKO Suit

Special to THE DAILY

MEMPHIS, April 4—Faced with court action, the Memphis board of censors today reconsidered its recent action in the banning of "The Bamboo Ban." After conferring with three women members of the board today, Lloyd T. Finch, chairman of the board, let it be known the controversial Columbia Pictures film can be shown in Memphis.

William W. Goodwin, attorney for Columbia, was frankly disappointed that the board reversed itself, saying he "no longer has a suit" and will not file in circuit court the bill he had planned to have the ban reversed and test the constitutionality of the Memphis censorship laws.

Goodwin said Finch first asked that something be deleted from the film (Continued on page 6)

Showmen Counter Press Strike in UK With Ingenuity

By WILLIAM PAY

LONDON, April 4—Film companies moved quickly to combat the effect of the national newspaper strike on the country's box-offices. The strike—over a wage dispute—has deprived Londoners of newspaper cinema advertisements and film reviews since March 25.

Publicity and advertising staffs imitated the tactic (Continued on page 3)

20th Accumulating Wide-gauge Cameras

Twentieth Century-Fox is "gradually accumulating" wide-gauge cameras preparatory to the company's plans to shoot in wide-gauge film and reduce to 35mm. It was disclosed here yesterday by Earl L. Sponable, 20th-Fox research director.

Sponable, who recently returned from an extended trip to the Coast, said a demonstration for the trade is being planned, a demonstration aimed to show the results of wide-gauge (Continued on page 6)

Catholic Press to Honor Quigley

The annual award of the Catholic Institute of the Press will be presented to Martin Quigley at ceremonies at the Biltmore Hotel here on May 1 following the organization's annual Communion Breakfast at St. Patrick's Cathedral.

Recipients of the award in other years have included Leo McCardel, Patton Oursler, H. I. Phillips, Dr. James M. O'Neill and Neil MacNeUil. The award is made to persons in the field of communications who have exemplified Christian principles in their work and daily life.

Southeastern Festival May Set 'Pattern'

Special to THE DAILY

ATLANTA, April 4.—In what may be a pattern for similar projects on a national scale, exhibitors and distributors in the Atlanta and Jacksonville exchange areas are preparing a "gigantic" Southeastern "festival" designed to stimulate box-office attendance in the two territories.

Sponsoring the drive, which is to run from May 16 to June 16, are the Alabama Theatres Association, Motion Picture Exhibitors of Florida, Motion Picture Theatre Owners and Operators of Georgia and film distributors operating in the two exchange areas.

The campaign calls for a "kick-off" (Continued on page 6)

High Court Rejects ACLU Bid to Ban Censorship

WASHINGTON, April 4.—The Supreme Court today rejected the American Civil Liberties Union's request for an immediate court ruling outlawing all state and local laws requiring film censorship prior to public showing.

Gordon, Greenblatt At Gulf States Meet

Special to THE DAILY

EDGINGTON PARK, Miss., April 4.—The lusker danger presented to the industry by subscription television was stressed today by Julius Gordon, of the Joint Committee (Continued on page 3)

PCA Pioneers, Others Lauded

25TH ANNIVERSARY OF CODE IS HAILED

By WILLIAM R. WEAVER

HOLLYWOOD, April 4—The board of directors of the association of Motion Picture Producers today paid tribute to the Motion Picture Production Code and to Martin Quigley in a statement adopted at AMPM headquarters. The statement reads as follows:

"During the past 25 years the Motion Picture Production Code has been a major force in accomplishing the basic purpose of making films acceptable to reasonable minds the world over, and in so doing has created a discipline in the thinking of Hollywood producers which is the measure of their maturity.

"It is consequently fitting on this 25th anniversary of the Code that the industry acknowledge its debt to the code, reaffirm its support of the same, (Continued on page 3)

Marion, O., Refuses To Repeal 3% Tax; 3 Houses to Close

Special to THE DAILY

MARIAN, O., April 4—Two theatres here will close at night and a third may close on June 1 following refusal of city council to repeal the 3% tax as requested by Marion theatremen.

James Rainford, manager of the Palace and Marion, said his houses will be shuttered on April 12. The two theatres are operated by Northio Theatres Corp., Detroit; Lee Kramer, manager of the Ohio, operated by (Continued on page 6)

Lopez, UA in New Three-Picture Deal

Robert S. Benjamin, chairman of the board of United Artists, and Ilya E. Lopez, president of Lopez Films Distributing Corp., announced jointly yesterday that United Artists will distribute three Lopez releases: Sir Laurence Olivier's "Richard III," Sir Carol Reed's "The Lucky Kid" and "The Man Who Loved Redheads." A Technicolor production in VistaVision, "Richard III" was produced and directed by Olivier, who stars in the Shakespeare drama with Sir John Gielgud, Sir Ralph Richardson (Continued on page 6)
Personal Mention

DARRYL F. ZANUCK, 20th Century-Fox vice-president in charge of production, said in an interview with this newspaper that the bulk of United Artist’s product will arrive here today from Europe en route to Hollywood.

SAMUEL ROSEN, Stanley Warner Corp. executive vice-president, has been elected trustee of the Children’s Cancer Research Foundation of Boston.

BERNARD DE LAVALLETTE, plant manager of Societe Technicolor, France, and Richard Eislemann, process supervisor, have arrived in Hollywood from Paris.

JAMES R. VELE, United Artists Western division manager, left Chicago yesterday for Kansas City, Omaha and Des Moines.

MILTON R. RACKMILL, president of Universal Pictures, has returned to New York from California.

SAM ISRAEL, Universal-International studio publicity director, has arrived in New York from the Coast.

NORMAN PANAMA and MILVIN FRANK, producers, left Hollywood yesterday for New York.

Reduce Warrants Of ‘U’ to 33,332

WASHINGTON, April 4.—Warrants purporting to be for 16,760 shares of common stock of Universal Pictures at $10 per share were exercised during a three-month period ending March 31, the company reported here to the Securities and Exchange Commission.

The transactions, the company further reported, reduced the number of such warrants outstanding to 33,332, excluding 12,800 held in the treasury.

O’Donnell Calls for Support of UJA

PHILADELPHIA, April 4.—An appeal for support of United Jewish Appeal was sounded here today by Robert J. O’Donnell, vice-president and general manager of Interstate Circuit.

O’Donnell, addressing a meeting at the Drake Hotel attended by many industry executives, cited UJA’s contribution to Israel. The dinner was sponsored by Allied Jewish Appeal.

16mm. History to Highlight Assembly

The “Sixteen Millimeter Film in Historical Perspective” will be the theme of tonight’s general session of the American Film Assembly, sponsored by the Board of Governors of the American Film Assembly, which will convene at 8 p.m. at the Hotel Intercontinental in San Francisco.

Public Opposition To Toll TV Found

Special to THE DAILY

PRINCETON, N. J., April 4.—A recent canvass of public opinion in this area seeking anti-subscription TV support, which was conducted by the Allied Theatres Association, revealed widespread and spirited opposition, the exhibitor organization reports.

It requires only a little effort to get impressive numbers of opposition to pupils, Surely, to the Federal Communications Commission, West Virginia Allied concludes.

See MPAA Meeting Here on April 13

The annual meeting of the board of directors of the Motion Picture Association of America is expected to be held here on April 13.

The new date was necessitated by the illness of MPAA president Eric Goldsmith who was in Washington yesterday. The board, in addition, to the election of officers, also is expected to rescind the $25,000 fine imposed on Universal for use of the “French Line” without a Code Seal. This was earlier this year.

Recently, NBC Radio Pictures announced the changes recommended by the Production Code Administration and the “French Line” from the Code.

Benjamin Chairman Of Lodge Luncheon

Robert B. Benjamin, chairman of the board of United Artists Corp., has been appointed chairman of the Cinema Lodge of B’nai B’rith’s presidents’ luncheon to be held at the Hotel Shamrock here on April 19 at which Rex E. Youngstein, vice-president of United Artists, will be installed as president of Cinema Lodge and at which Burton E. Rackmell, retiring president, will be honored.

Martin Levine, Brandt Theatres executive and past president of Cinema Lodge, is serving as chairman of the ticket committee for the luncheon and Milton Livingston of Universal Pictures is co-chairman.

U.K. Independent Circuits Expanding

LONDON, April 4—Britain’s two largest independent circuits, as opposed to the ABC and Rank groups, continue to expand their theaters and interests. Star Cinemas (London) Ltd., here acquired four halls in Sheffield, Yorkshire, at a cost of £150,000. As a result Star controls 106 theaters.

Sol Steckman, chairman and governor of Essoldo Circuit, Essoldo Circuit Ltd. in London, reported the purchase of the 2,300 seat Palace, Hanley. It brings Essoldo’s total circuits to 20.

Both circuits are operating extensive CinemaScope installations.

2 ‘Davy Crockett’ In Bid For Dates

State rights distributors, apparently aware of the popularity of Walt Disney’s Davy Crockett TV character, are attempting to cash in with a re-release of Edward Small’s “Davy Crockett.”

The move, being watched with some concern by the Walt Disney organization which plans to throw a three-ring circus of its “Davy Crockett” in June, was highlighted recently in the Philadelphia and Pittsburgh exhibition territories. Jack H. Harris’ Exploitation Productions, Inc., acting as distributors for the former United, recently purchased the rights of “Davy Crockett” in the Eastern and Lancaster, Pa.

Harris, following completion of the test, reported that the 1950 “Davy Crockett” had been set in almost every key town in Pennsylvania, with Stanley-Warner, Fabian, Goldman and other circuits.

Sees ‘Some of the Edge Off’

A Walt Disney spokesman here, appraised of the situation, expressed confidence that the public would prefer to see the up-to-date Disney version on the wide-screen. An old substitute version, he acknowledged, may take “some of the edge off” in some areas, but the overall situation should not be altered, he declared.

The Disney spokesman explained that Small’s “Davy Crockett,” initially shown on the “Disneyland” TV show, was budgeted at nearly $1,000,000, with the intention of releasing the various Crockett TV episodes as one theatrical film some time later.

Two-and-one-half hours of TV film fare, he went on, have been edited into an integrated one-and-a-half hour theatrical film. Good will be released in the South and Southeast initially in the middle of June.

Claims Public is Misled

The Disney spokesman expressed concern at some theatres, which it held, displayed and marquee advertising, misled the public into believing that the version being featured is the original film. Attempts were allegedly done in one Philadelphia situation by featuring Disney short subject, “The Bambino” and another, featuring George Montgomery and Ellen Drew.

In Philadelphia, Harris arranged a 20-second station promotion featuring Small’s “Davy Crockett” before and after the “Disneyland” TV show.

Irving Sherman's 26 Years With Col.

Funeral services were conducted by Rabbi Hyman and the Rabbinate of Temple Israel at the Temple Israel Chapel for Irving Sherman, 49, who had been associated with Columbia Pictures and its subsidiary, Columbia Broadcasting System, for the past 26 years.

Sherman, who died on Saturday, was a member of Columbia’s sales department, as assistant manager of exchange operations throughout the company. Most recently, as an executive of Columbia International.

Ohio House Kills Daylight Saving

Special to THE DAILY

COLUMBUS, O., April 4.—Proposal to establish statewide daylight saving time was defeated in the House of Representatives’ committee on state government. The measure was heavily opposed by Ohio theatremen.

Starr in Toll-TV Talk at New Haven

Special to THE DAILY

HARTFORD, Apr. 4—Nationally-known radio newsman, who will address a joint subscription TV meeting of MPTO of Connecticut, Allied of Connecticut and other interested theatre men, slated for Wednesday at the Lincoln Theatre, New Haven.

Main speaker will be Alfred Starr of Nashville, former president of TOA, and now chairman of TOA’s executive committee according to attorney Herman M. Levy, TOA general counsel, and executive secretary of MPTO of Connecticut.

The purpose of the meeting,” said Levy, “is to alert all theatre owners to the problems involved in subscription TV. It will be a problem which all theatre owners, who understand about subscription TV.”

A reel prepared by Zenith Radio Corp., major sponsor of subscription TV, will be shown. No solicitation of funds is planned.

Noonan Bill Beatenn In N. Senate, 34-16

ALBANY, N. Y., April 4.—The Senate, on a vote of 34 to 16 before adjournment, defeated by a vote of 34 to 16 the industry-supported Noonan bill, limiting the sale of “pay-as-you-watch” television.

First requirement of all problems facing the industry is to understand them. This will be accomplished, most likely, by learning about subscription TV.

A reel prepared by Zenith Radio Corp., major sponsor of subscription TV, will be shown. No solicitation of funds is planned.

Sen. Frank D. O’Connor, Jackson Heights Democrat who introduced the Noonan measure, agreed tough that he would not again be the sponsor.
EXHIBITORS' CORNER

WHO STRETCHES A DECORATING DOLLAR THE MOST?

A. RCA . . . because prices are easy, very lovely on beautiful, serviceable RCA Custom Loomed Carpet. It's the season's biggest "housekeeping" news... breaking just in time for sensational savings on that spring-fresh look RCA Custom Loomed Carpet can bring right inside your house. Behind the story, there's a very special RCA purchase from Thomas L. Leedom Company . . . three rich, all-wool Wilton carpet lines, each a full-pitch quality stand-out of nine wires per inch weave. These brand-new RCA Custom Loomed Carpets, in a wide assortment of soft colors, are closelyloomed to keep their showplace looks throughout years of wear and cleaning. They're yours in three new RCA patterns—Celebrity, Academy and Ovation—plus many long-popular RCA designs.

Q. Who has the amazing figures on RCA savings?

A. Your local independent RCA Theatre Supply Dealer. But don't expect to see them. Quantities are limited . . . these price smashers can't last long. It's first come, first served. You'll be smart to contact your dealer today!

 mutable

Illinois TOA

Ezell Expansion

Code Pioneers

board meeting at Starved Rock State Lodge, Ill., last week.

As described by a UTOI announcement, the plans would work something like this: An exhibitor who believed he had a grievance would submit a written bill in writing to the president of the Illinois unit who, in turn, would appoint a committee of exhibitors, none of whom would be associated with the complainant in any business affiliation. After a preliminary investigation to see if the complaint was justifiable, the committee would then attempt to resolve the problem between exhibitor and distributor on a voluntary basis.

Under the Allied proposal, as outlined at the St. Louis meeting, the plan would operate, roughly, as follows: If an exhibitor in a particular area has a complaint about a problem that he has not been able to resolve with a branch manager, he would call for his regional vice-president to meet with him and the branch manager involved. If the problem then cannot be worked out, the Allied official and a top level office sales representative would be called in for conferences in an effort to work out a solution.

UTOI Endorse EFFG, Approve Toll-Tv Fight

The United Theatre Owners of Illinois voted to support the Committee Against Pay-As-You-See TV and the Exhibitor-Tv Financial Group at a board meeting at LaSalle, Ill., according to a Theatre Owners of America press release.

The UTOI membership, at the conclusion of the meeting, called for billboard advertising to be added to the toll-tv campaign. George Kerasotes of Springfield, Ill., president of the UTOI, later announced that he would address the rally, UTOI said.

The UTOI membership, at the conclusion of the meeting, called for billboard advertising to be added to the toll-tv campaign. George Kerasotes of Springfield, Ill., president of the UTOI, later announced that he would address the rally, UTOI said.

UK Showmen

Leader of Mormons Endorses 'Peter'

South Bend, Ind., April 4—In a virtually unprecedented action, President David O. McKay, of the Mormon Church, endorsed a modern picture by attending a general session of the church's semi-annual conference, now in progress here. The church leader announced from the pulpit of the Tabernacle a special showing of "A Man Called Peter" for the Ward and Stake Leaders of the Church. He called it a "deeply spiritual story of Dr. Peter Marshall," and recommended that all persons possible see it. His remarks concerning the picture were carried on television and radio stations throughout the West.

The appeal on the legal technicality that the Illinois Supreme Court had not entered any final judgment in the case but held that the suit was before the lower court for further proceeding.

Charles Liebman had sought a permit to show "The Miracle" in Chicago and had obtained the aid of the ACLU, he then brought suit challenging the constitutionality of the city's anti-toll TV ordinance. The public exhibition of films without a police permit and which requires the police commissioner to determine if a film is either immoral or obscene.

A lower court found the Chicago film licensing system unconstitutional, saying the city's ordinance would permit the city to ban any film for a decision as to whether "The Miracle" is obscene, a point not passed in the original lower court decision.

It was this fact that the High Court apparently used as the basis for denying the ACLU oral arguments now. Justices Black, Douglas and Harlan apparently felt the case should be taken by the High Court despite the lack of the final judgment, though they did not announce the reasons for their dissent.

In its appeal, the ACLU had told the High Court that its recent actions on film censorship cases had left the court with no time for the court to say that all licensing or other prior restraints are "inherent First and Fourteenth Amendments.

Lansburgh, Ramser Form Producing Unit

Hollywood, April 4.—Larry Lansburgh, independent shorts producer, and Harold C. Ramser, associate producer, have announced the formation of Lancer Productions, to produce both theatrical and television films.
"There's no question about this one coming in for a big pay-off, with a powerful story that measures up to the calibre of its stars.

“There are moments when the audience will howl with laughter and other spots where director Karlson’s bid for climactic punch can result in a situation that should freeze the roots of your hair.

“A choice bit of screen fare, which Columbia can consider a proud entry among this year’s important playdates.”

*Motion Picture Daily*
SOLD to the biggest houses everywhere... and new situations are being sold every day for May release!

DETROIT — Palms-State • CHICAGO — Roosevelt • AKRON — Loew's
BOSTON — Pilgrim • CLEVELAND — Palace • COLUMBUS — Loew's
MIAMI — Carib, Miracle, Miami • ROCHESTER — Loew's Rochester
NASHVILLE — Loew's Vendome • INDIANAPOLIS — Loew's Palace
PROVIDENCE — Strand • CINCINNATI — RKO Palace or Albee
SYRACUSE — Loew's State • DAYTON — RKO Keith's or Colonial
LOUISVILLE — U.A. and State • MINNEAPOLIS — RKO Orpheum
GRAND RAPIDS — RKO Regent • CEDAR RAPIDS — RKO Iowa
ST. LOUIS — Loew's State • NEW HAVEN — Loew's Poli
LOWELL — RKO Keith's • MARSHALLTOWN — RKO Orpheum
MERIDEN — Loew's Palace • DES MOINES — RKO Orpheum
DAVENPORT — RKO Orpheum • DUBUQUE — RKO Orpheum
OMAHA — RKO Brandeis • NEW ORLEANS — RKO Orpheum
ST. PAUL — RKO Orpheum • SIOUX CITY — RKO Orpheum
TRENTON — RKO Capitol • CHAMPAIGN — RKO Orpheum
WATERLOO — RKO Orpheum

SOLD by the best magazines everywhere:

LOOK • SATURDAY EVENING POST • TRUE • SILVER SCREEN
FRONT PAGE DETECTIVE
INSIDE DETECTIVE
PHOTOPLAY
MOTION PICTURE
and MOVIE WORLD!

"TIGHT SPOT"
the 'sleeper' of the year! from COLUMBIA!
Television--Radio

with Pinky Herman

THE motion picture and television executives responsible for the annual Oscar awards, well deserve the acclaim of the press and John Q. Public for the smooth and efficient show presented under difficult circumstances. The ad-libs of the nervous winners, the remarkable patter by Bob Hope, the scintillating and buoyant Bing Crosby, the calm and capable encore in New York by Colombo, the burst of impromptu feelings to add our own, "well done—congratulations."... MCA-TV Films, 7-Up, United Air Lines and J. Walter Thompson will host a junket tonight aboard a DC7 Airliner which will fly a group of newsmen over New York City and Atlantic City during which a preview of a new series of 30-minute telefilms, "Soldier of Fortune," will be held. Produced by Prevue Productions and co-starring John Russell and Chick Chandler, the half-hour adventure pic has been shot in all cities with WABC-TV taping off this Saturday at 6:00 P.M. Have completed five of the 39 half-hour "Bandido" episodes, Hal LRoy arrived in Hollywood for a short vacation. Pamela Britton, featured in "Guys & Dolls" and "Oklahoma," co-stars with Hal in the series directed by Alby Berlin who directed the original Columbia Pictures version some few years ago. P & G will sponsor the package TV in NBC.

***

Claudette Colbert, who'll star in "Private Worlds," Thursday (8:30-9:30 P.M.) on "Climax" over CBS-TV, has been selected to play the title role in yet another "Climax" program, "The Discovery of Sister Cecelia," CBSkeded for May 19. The more than 26,000,000 golf addicts in the United States and Canada are in for a treat tonight that the initial 13 quarter-hour "Jimmy Demaret Show" telefilms have been sold to 39 stations nationwide. Superbly photographed in color, produced by J. Milton Salzburg for Award Television Corp. and extremely well scripted by Bob Brumby, the fine instruction points of the game played by the Master Golfer, is aided and abetted in great fashion by Bob Hope, Bing Crosby, Ted Williams, Sammy Snead, Bobby Jones, Louise Suggs and others. Lansing line of sound equipment and high fidelity will be revealed to the industry immediately following a three-day company meeting at Las Vegas starting Tuesday, April 15. Film producer Anthony Z. Langlois has flown east to become veep at Parsonnet & Wheeler, Inc., etc. Donald Buia and Beryl Berney, who met in Italy where Du Mont's "Conrad Nagel Theatre" telefilms were shot, will harmonize an "I do-et" in June.

***

Max Liebman has added baritone Jack Russell to his NBC color-cast Saturday of "The Merry Widow," which features an all-star cast including Anne Jeffreys, Brian Sullivan, Helena Bliss, Eddgard Estevet Horton, John Carson, Benjie Linn & Red Alexander, Beatrice Kraft and Charles Sanford's Orchestra. Home TV execs don't hatchon to Russell for a show of his own! Lad ONLY has looks, talent, vocal pipes and personality... Alan Sand's interesting and entertaining five-minute strip, "It's Your Baby." heard daily at 12:45 on WOR and sponsored by Diapetizer and Kanna Banana Flakes, is catching on (as it should be), Same sponsors have bought it for WGN (Chicago), etc. Dr. Frances Horvich, "Miss Frances" of television's sensational NBC children's series, "Ding Dong School," will visit Memphis April 15 to present a replica of her famous school that city's new public library.

***

Abby Greshler will leave Hollywood for New York next week with a color print of "Johnny and the Ghouco," written by Parke Levy with music by Vincent Gomez, starring Senor Wences, directed by William Cameron Menzies and produced for NBC-TV. Our Coast spy advises us that it all adds up to great family entertainment. Brok-er Howard F. Nelson has placed the network's radio network system in the country, serving 6,000 families in Williamsport, Pa. The purchase by Clive Runnels, Jr., and fellow townsmen of Houston, Tex., in association with the Williamsport Jersey TV Corporation (a. J. Whitney & Co. partner) furnishes North Central Penn. TV viewers choice of five channels.

20th Accumulates
(Continued from page 1)

shooting. The research director said that no date for the demonstration had been set as yet. Plans to shoot in wide-gauge film and then reducing to 35mm. were already announced by President Syros P. Skouras, as exclusively reported in Motion Picture Daily. Skouras, at the time, said the project called for shooting in 55mm. However, Spoolay yesterday said he and his staff were "looking over various sizes," adding that he could not "say we'll wind up with." In the past, 20th-Fox was known to have experimented extensively with 70mm film.

"Bamboo"
(Continued from page 1)

picture. "We refused to do anything," Goodman said. "We did not ask the board to reverse itself. Frankly, I wish they hadn't. We don't like censorship per se, and not the kind used on "Bamboo.""

"I believe we would have had the matter reversed in the lower court, but if not there, in the higher court. Now we have no suit." The "Bamboo Prison" will open at the Crostown Theatre on Wednesday, Richard Lieberman of the Malco Theatres announced this afternoon, immediately after the ban was lifted.

MITCHELL MAY, JR.
CO., INC.

INSURANCE

* Specializing in requirements of the Motion Picture Industry

75 Maiden Lane, New York
3720 W. 6th St., Los Angeles

S. E. Festival
(Continued from page 1)

meeting, to be held May 15-17 at the Biltmore Hotel here. In conjunction with the drive, film companies are slated to hold a grand tour or more big productions in the states of Alabama, Florida and Georgia. In addition, delegations of talent from Hollywood are expected to make personal appearances in the Southeast.

The 55th Academy meeting launching the campaign is expected to draw one of the largest gatherings of exhibitors and distributors ever to meet in this area.

Marion Tax
(Continued from page 1)

Selected Theatres Co., Cleveland, said the house would close June 1.

Don Quinlan, chairman of the finance committee of Marion city council, said about $6,000 per year had been in Marion theatres. Other admissions brought the total up to $20,000 annually. The tax has been in effect since 1947.

Rairdion said the theatres could be considered as paying the tax since admissions were not increased when the tax was imposed.

Senate Unit to Study TV's Effect on Crime
WASHINGTON, April 4 — Sen. Estes Kefauver (D., Tenn.), chair- man of a Senate judiciary committee studying juvenile delinquency, today said his group would hold hearings on Wednesday and Thursday to determine the effect of TV crime and horror shows in promoting juvenile delinquency.

Witnesses will include Harold E. Fellows, head of the National Association of Radio and Television Broadcasters; Federal Communications Commission member Frieda Hennock, and Dallas Smythe, University of Illinois economist recently retained by the Exhibitors' Committee to counter Subscript Television.

Selznick's First To Be 'Accident'

The Selznick Company, Inc., has completed negotiations for a movie novel by Dexter Masters, "The Accident," as the vehicle for the return to personal productions of David O. Selznick. Work on the adaptation has begun for a late summer filming in Hollywood with Masters collaborating on the screen play.

Selznick decided upon the "Accident" from the galleys of the novel as he had earlier said that "I Am Going With the Wind" and "Rebecca." The book will be published later this month by Alfred A. Knopf. It deals with the work, personal life and love story of a young scientist.
My Deep Appreciation to the—

ACADEMY of MOTION PICTURE
ARTS and SCIENCES

DIMITRI TIOMKIN

Best Scoring of a Dramatic
or Comedy Picture

"THE HIGH AND THE MIGHTY"

WAYNE-FELLOWS PRODUCTION
Warner Bros. Release
DISCOVER A NEW HIGH IN AIR TRAVEL...

TWA's great new
SUPER-G CONSTITELLATIONS

NON-STOP TO LOS ANGELES
LARGEST, MOST LUXURIOUS AIRLINERS IN THE SKIES TODAY!

> Created by Lockheed especially for TWA!
> Powered by Curtiss-Wright's newest Turbo-compound engines!
> Interior by Henry Dreyfuss, world-famous designer!

First to fly NON-STOP coast to coast, TWA now sets new standards of speed and luxury in transcontinental air travel with the great, incomparable Super-G Constellation.

Never before have so many new features been introduced in one giant airliner. Not just one, but four cabins... three beautifully appointed lavatories, rich wood-paneled interiors, adjustable reading lights, handy baggage racks, the widest and roomiest lounge chairs in transcontinental service, glare-free picture windows — much, much more.

Plan to enjoy it all at no extra fare on your next trip between New York and California. Make your reservations today.

DEPARTS DAILY AT 1 P.M.
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Other convenient non-stop and one-stop Super Constellation flights daily to Los Angeles and San Francisco

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SEE YOUR TRAVEL AGENT OR CALL TWA:
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Brooklyn: 200 Livingston St.
New York, New Jersey: 13 Commerce St., Mitchell 3 7650
White Plains—35 Mamaroneck Ave.—WHITE PLAINS 8 7282

Meet fellow passengers in the "Starlight Lounge." Relax in deep-cushioned sofas and order a drink. Choose champagne, bourbon, scotch, cocktails — with TWA's compliments, naturally.

Sleep away the miles in a berth that's even roomier than rail berths! In the morning, awaken to breakfast in bed. It's the only air sleeper service between New York and California. Finest food in flight! Mealtime means a de luxe dinner. And any time, enjoy your favorite drink, delicious snacks or tempting canapés from TWA's galley — all at no extra cost.
In N.Y. Thursday

MPAA Sales Head Group To Meet Here

Film Libraries, Service Theatres on Agenda

The sales managers committee of the Motion Picture Association of America will meet here tomorrow morning at the Paramount Pictures board room to discuss industry matters, it was announced yesterday by chairman and general sales manager for Allied Artists.

At the lunch of the meeting, Goldstein said, he will be on report on the recent meetings with Department of Defense for military exhibition, the augmentation or replenishment of the children's film library and other matters.

(Continued on page 5)

City Censors Unlikely: Wile

Special to THE DAILY

COLUMBUS, April 5.— Rumors that some Ohio cities may enact municipal censorship if the state fails to pass a new censorship law were discounted yesterday by Robert Wile, secretary of the Independent Theatre Owners of Ohio, as a judiciary subcommittee of the House of Representatives concluded hearings on the proposed law.

"If the state decides it cannot write a constitutional censorship law, no city could do so either," said Wile.

Wile presented letters opposing censorship from Judge Don J. Young, Jr., Huron County probate and juvenile judge.

(Continued on page 5)

TESMA, IPA Sign For Chicago Show

Theatre Equipment and Supply Manufacturers Association and the International Popcorn Association have signed for participation in the Chicago Theatre Show to be held at the Hotel Morrison, Chicago, Nov. 6 to 9. Signing of the two organizations brings to four the number of great organizations which will be represented, the others being Allied Theatres of Illinois and Theatre Equipment Dealers Association.

Two hundred and forty-four booths.

(Continued on page 5)

Stockholders Told

REPUBLIC MAY QUIT THEATRICAL FIELD

Yates Hints Company May Devote Its Full Time to TV Unless It Can Get Better Terms

By MURRAY HOROWITZ

The possibility of Republic Pictures theatrical motion pictures was raised yesterday by Herbert J. Yates, president, in a statement following the announcement that management was weighing a move to cease production.

Yates, in making the announcement, was reported to have said that the company would continue operating in the television field and maintain the operation of its print processing plants.

The Republic president, claiming that the announcement was "no secret" to the trade, explained that he had talked to the presidents of the four top circuits in the country, telling them that if Republic does not get

(Continued on page 4)

Starr, Martin To Ill. UTO

Special to THE DAILY

PEORIA, Ill., April 5.—Alfred Starr, co-chairman of the Committee Against Pay-As-You-See TV, and E. D. Martin, president of the Theatre Owners of America, will be the principal speakers at a state-wide exhibitor rally which the United Theatre Owners of Illinois will hold at the Peri Marquette Hotel here on April 19.

George Kerastases, UTO president.

(Continued on page 5)

PRODUCING OVERSEAS

Hit by Film Council

From THE DAILY

HOLLYWOOD, April 5.—The AFL Film Council, at its weekly meeting today resumed its castigation of "runaway production" by voting a resolution calling on all producers associations to "discuss all future plans for productions in foreign countries".

(Continued on page 5)

MOTION PICTURE DAILY

VOL. 77, NO. 67

NEW YORK, U.S.A., WEDNESDAY, APRIL 6, 1955

TEN CENTS

Hillside Case Set

For May; To Test

Federal Price Act

The Hillside Amusement Co. case against Warner theatres in New Jersey over alleged "price discrimination" has been placed on the calendar for the first week of May in the Circuit Court of Appeals, Second Circuit, of New York.

The action is considered of major importance because it seeks to test the application of the Robinson-Patman Act to motion picture rentals. The plaintiffs charged that the Mayfair Theatre, Hillside, N. J., was forced to pay higher film rentals for products those required of Warner and other competitive theatres. The Robinson-Patman Act prohibits the discrimination of prices on commodities. The Hillside company will seek to prove that the Act can be applied to film rentals.

The suit is said to be the first test of the Act in the history of motion picture litigation. The action was dismissed in a lower court last year and the plaintiffs filed an appeal.

Broidy, Tour Ended

Praised by Rhoden

From THE DAILY Barlow

HOLLYWOOD, April 5.—Back in his company's corporate house-town for his 14th meeting with exhibitors during a three-week tour of the continent, Steve Broidy, president of Allied Artists, summed up in round, resonant eloquence his stimulating story of AA's emergence as what National Theatres president Elmer C.

(Continued on page 5)

'Just a Scheme,' He Says

Toll TV 'Parlor Box Office,'

Starr Warns Carolinians

Special to THE DAILY

CHARLOTTE, April 5—Subscription television is "just a scheme to put a box office in your parlor," Alfred Starr today told delegates at a special meeting of the Theatre Owners of North and South Carolina. "If the Federal Communications Commission comes along with the requests of patent holders," said the Nashville exhibitor and former president of Theatre Owners of America, "you will pay for everything you see; you will be in the old movie business right in your own homes. You will even have to pay for the meter boxes in which you drop prices.

Starr, in pointing out that he was acting in the national interest in voice prices.

Set National Body

For Walsh Dinner

Formation of a national committee for the N. Y. Variety Club's second annual Heart Award dinner, honoring Richard Walsh, in the Hotel Waldorf Astoria on May 2, was announced by chief backer William German.

(Continued on page 5)

Herschel Goldstein

Rhoden

Yates

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Personal Mention

LOUIS ASTOR, Columbia Pictures sales executive, left here yesterday for Los Angeles and Denver.

ARTHUR C. BROWN, president of Associated Artists of Northern Exchanges, has returned to his home in Bayou La Batre, Ala., following surgery in Atlanta.

WILLIAM H. CLARK, treasurer of RKO Radio Pictures, will return to New York. Clark today from a vacation motor trip to Florida.

Doris Day and her husband, Marvin Melcher, with their son, Terry, will sail from New York for England today aboard the Queen Elizabeth.

ANTHONY SCARAVITTO, of the East Hartford Family Drive-in, South Windham Conn., returned here from Phoenix, Ariz.

WALTER TRETTEBET, pioneer Northwest exhibitor, has arrived in New York with Mrs. Trettebet from Oregon.

BARNEY FITZGERALD will sail from here aboard the "Vulcania" today for Cannes.

PAUL ROTHA, British documentary producer, has arrived in New York from England.

Johnston to Spokane

WASHINGTON, April 5—Motion Picture Association president John Johnston last night for his home in Spokane, where he'll spend the week.

Johnston will be back here this week-end. He will not go to Hollywood this year, he intimated. Hollywood later this month or early next month, according to MPAA officials. He hasn't been there since last October, another trip to the East as the President's personal ambassadour is still possible, but this will take place before mid-May, it was indicated.

Lasher Services Today

HOLLYWOOD, April 5—Funeral services will be held tomorrow, in Hollywood Cemetery, for Peter Lasher, 72, who started in exhibition here 40 years ago when he opened the first Warners' 5-cent theatre in Los Angeles. The deceased had been associated for the past 20 years with the Eastland Theatre Circuit. His widow and two daughters survive.

Rabbi Gup, 61

COLUMBUS, O., April 5—Rabbi Samuel Gup, 61, former rabbi of Temple Emanuel, is back in the General Hospital here. He was a former chaplain of the Columbus Variety Club and a member of the advisory council of the Ohio film censor board.

Report Heavy U. K. Booking

For Commercial Television

BY WILLIAM PAY

LONDON, April 5 — Associated Broadcasting Company and Associated American Broadcasting, two of the companies appointed as program contractors on the Independent Television Authority’s commercial network, have reported capacity bookings for air-time following publication of their rates.

William T. Owen, general manager of Associated Rediffusion reports: “Within two weeks of our rate-card having been issued, commercial bookings here and in the vidual Rediffusion area of 50,000,000 have already been booked. He added, ‘it is quite clear that speaking generally, we shall shortly be fully booked at least for the first three months’ transmissions.

Norman Cosens of the Associated Broadcasting Company also revealed that this London Sunday program bookings already exceed the quota. Saturday bookings for London are already so heavy that disappointment for some advertisers is inevitable.

Associated Broadcasting Company is now preparing to operate the London transmitter and for Monday to Friday each week from this transmitter at a viewing rate of £1,000 a minute in London, with prices scaled down to £50 a minute at other times.

The London transmitter will operate the London transmitter from Monday to Friday each week and has a fixed viewing rate of £50 a minute which can be adjusted up to £975 for top-viewing hours and down to £95 for less popular times.

Three heavy early bookings indicate a strong start for commercial TV in Britain next September.

New Trade Envoy

For British Films

FROM THE DAILY BUREAU

LONDON, April 5—William Mofat has been appointed a director of the British Film Institute—a co-operative organization representing a group of major British producers in overseas markets. Mofat recently returned to this country from a visit to Japan on behalf of B.B.C. to survey the prospects for British films. He has now returned to Tokyo and replaces Lewis Bush, representative in Japan. Mofat formed a long association with Associated British-Pathé five years ago when he resigned as managing director.

No U.K. Change Expected

His appointment coincides with a report this week that the Japanese Finance Minister had reduced film remittances to dollar and open account countries. But no change was expected in the percentage remitted to the U.K. and other sterling countries. This has been running at 75%.

Dollar and open accounts were lowered from 25 to 24 percent and 20 to 19 percent respectively. This means that nine U.S. major companies will receive roughly $400,000 less during the current fiscal year.

Paramount Sets ‘Millionaire’ Claim

Paramount Pictures and Don Fedderson Productions, producer of the TV series, “The Millionaire,” have announced that a settlement agreement has been reached with Paramount. A representative from Don Fedderson Productions will make a motion of a picture to be titled “The Millionaire,” based on the current television program.

Although neither party made any admissions, in addition to a consideration of Paramount’s received from Don Fedderson Productions for making a motion picture to be titled “The Millionaire,” based on the current television program.

Spielberg to Represent

U.S. at Cannes Meet

Marc M. Spiegel, Motion Picture Association of America’s Continental manager, will represent the association at the Cannes Film Festival which begins on April 15, it was announced here by Eric Johnston, MPAA president.

Johnston, himself, is unable to attend the festival owing to previous commitments.

In addition to United Artists’ “Marty” and Paramount’s “The Country Girl,” which have been nominated by the MPAA’s selection committee, the Cannes Film Festival committee itself invited Warner Brothers’ “East of Eden” and M-G-M’s “Bad Day at Black Rock” to be shown during the exhibition, if the French authorities waive the music rights in “Carmen Jones,” the festival’s committee will extend an invitation to 20th Century-Fox to enter the Otto Preminger Cinemascope production in the competition.

Godfrey to Devote

Program to Air

Arthur Godfrey, reportedly for the first time in his career, will devote a full-hour program to the world premiere of a motion picture. The occasion is the opening of Paramount’s “Strategic Air Command” at the Paramount Theatre here on April 20.

The “Arthur Godfrey and His Friends,” CBS-TV (Channel 2) coast-to-coast network program 8 to 9 P.M. E.S.T., will present the premiere live. The broadcast will be telecast in 25 cities, including Kansas City, to be broadcast in 25 cities, including Kansas City.

Anti-DST Bill in Missouri

A bill has been introduced into the Missouri legislature at Jefferson City to outlaw daylight saving time. The 11th bill says: “Central Standard Time shall be the only time in this state.” The St. Louis area is the only section in Missouri to go on daylight saving time.

Acquires ‘The Bed’

Kingsley International Pictures has acquired distribution rights for the Matiery Bed,” it was announced by Edward L. Kingsley. The Italo-Franco co-production has a budget of $2,000,000. According to Carol, Dawn Addams and Vittorio di Sica.

Canadian Festival

“Morning After Murder,” short story by Lindsay John Hardy, published in the January “Cosmopolitan” magazine, has been bought by Dudley Pictures, L. P. Bachmann is now preparing the film script. The picture, using Vistarama and Eastmancolor, will go into production in Rome in July.

Long John’ Contest

Some 400 theatres in New York will join in the promotion of “Long John Silver,” which opens at the Mayfair Theatre here today, by distributing over 3,000,000 postcards. The contest is one of which will open lock at Mac’s Department store and, in turn, awarding merchandise to the key holders.

News Roundup

Silliphant Active

Stirling Silliphant, former Eastern publicity manager for 20th-Fox, has sold his original screenplay, “Hulk!,” to Popular Library which will publish it as a novel. Silliphant plans to produce the story independently in the Philippines this summer with John Barnwell. Last month, Silliphant sold his novel, “Maracaibo,” to Universal.

"SHOWCASE OF THE YEAR" TO SCREEN AT MOVIELAB" THEATRE

THREE CHANNEL INTERLACE PROJECTIONS

16, 17½, & 35mm tape interlace

16mm interlace projection

COLOR & EDITING ROOMS AVAILABLE

MOVIE LAB THEATRE SERVICE INC
615 West 56th Street
New York 19, N. Y.
1-6037
THE MOST TALKED ABOUT PICTURE IN YEARS!

M-G-M presents

BLACKBOARD JUNGLE

Starring
GLENN FORD
ANNE FRANCIS • LOUIS CALHERN

with MARGARET HAYES

Screen Play by RICHARD BROOKS
Based On the Novel by EVAN HUNTER
Directed by
Produced by
RICHARD BROOKS • PANDRO S. BERMAN

(AVAILABLE IN PERSPECTA STEREOPHONIC OR 1-CHANNEL SOUND)

SENSATION OF THE NATION!

IN PHILADELPHIA: "A real shocker... Should have the whole town talking." —Daily News

IN NEW YORK: "Bound to be one of the most widely discussed pictures of the year! A picture you won’t soon forget!" —Journal-American

IN BOSTON: "Powerful... Authentic... One of the most arresting films of the year." —Globe

IN SAN FRANCISCO: "Packs dramatic punch... Tropical and timely drama." — Examiner

IN CLEVELAND: "Great... You will be moved as you rarely have been moved." —News

NATIONALLY: "Shocking and unforgettable" says Walter Winchell, (Syndicated Columnist, Radio-TV Commentator)

“BLACKBOARD EXPLodes ACROSS AMERICA!”

BOSTON BOFF! (Held! 3rd Week!)
STATE—BEST IN A YEAR!
ORPHEUM—TOPS EXCEPT "KNIGHTS OF ROUND TABLE" AND NEW YEARS

CLEVELAND WOW! (Held! 3rd Week!)
SENSATIONAL IN SPITE OF SNOW AND RADIO "STAY HOME" WARNINGS!

FRISCO WHAM! (Held! 3rd Week!)
EQUALS HAPPY NEW YEAR BIZ!

PHILLY PHENOM! (Held! 3rd Week!)
BEATS "MOGAMBO" FOR ALL-TIME HOUSE RECORD!

NEW YORK TOPS! (3rd Week of Extended Run!)
BIGGEST IN 6 YEARS AT STATE, N. Y.

PRESS-TIME FLASH!
New Brunswick, Trenton Terrific, Held Over!
Every New Opening Proves It's Sure-Fire!
Proxy Fight

(Continued from page 1)

director, and William Zimmermann, formerly a vice-president of RKO Pictures, is reported to have made his law firm, as probable members of the proxy committee.

Wants to Stay in Field

Asked what he thought of the possibility of Republic getting a buyout of a film company, Weill responded that "nothing could be worse." Motion picture people who can run the company should be declared. The purpose of the committee, he declared, would be to unseat management led by president Herbert Yates and to conduct an independent audit of the company's books.

One of the 14 directors of the company, Bernard E. Smith, Jr., a son of industrialist B. E. Smith, said he would give the move to join the dissident stockholders committee "serious consideration." Director Smith, a partner in the New York Stock Exchange firm of LaMore, Maloney & Co., said he would favor the withdrawing of Republic Pictures from the theatrical field.

Sees Committee Needed

Smith, who identified himself as the only director not management-proposed, asked a "shot at" some of the allegations made at the stockholders meeting which he attended. He said Yates should have avoided stockholder fears by appointing a stockholders committee, as proposed by Weill, to investigate independently of the company's need to publish the books. Smith also expressed concern over a minority stockholder suit charging mismanagement against the company's board of directors.

Brook Says Scop Has Its Restrictions

Recognizing that CinemaScope has been a terrific "shot in the arm" to the industry, motion picture industry writer for Metro-Goldwyn-Mayer, declared here yesterday that "the introduction of the medium necessitated the establishment of a new set of fundamentals for motion picture production.

CinemaScope has certain dramatic restrictions such as "Blackboard Jungle," "Take The High Ground" and "The Last Time I Saw Heaven." The board reselected all officers, negotiating to name a replacement for the late Arthur Miller, who resigned in 1951. With the stockholders meeting, the possibility of Republic pulling out of the motion picture theatrical business again will be reviewed.

However, one of the directors attending yesterday's board meeting described Yates as still "strong" for reasons related to the situation and distribution. The board reselected all officers, negotiating to name a replacement for the late Arthur Miller, who resigned in 1951. With the stockholders meeting, the possibility of Republic pulling out of the motion picture theatrical business again will be reviewed.

For one, you can't use CinemaScope without a two-inch photographic lens," Brook said. In departing for the West Coast, he will meet with producer Pandro Berman, concerning the forthcoming production of "Something of Value." Brook's next film is "The Last Hunt," which will be made in CinemaScope and Eastman color with Robert Taylor and Stewart Granger.

Says Speed Brings Blur

"If an actor moves too fast in a CinemaScope film, it is recorded on film as a blur," Brook said. "The color will also be blurred because of the fast movement on the part of the performer," he said.

The utilization of the medium in outdoor films is a distinct advantage when panning side-to-side. Brook said. "But to try to do up and down and course work with the good picture is something else," explained the M-G-M director.

Republic May Quit Theatrical Field

(Continued from page 1)

counting profit. He said that he had talked with the presidents of other studios and heads of circuits, maintaining that the way business is today, it's difficult or impossible to make a profit.

In contrast to the theatrical films field, Yates drew a glowing picture of Republic's operations in TV. He said that in the past three years the company licensed $7,000,000 in the sale of its old films to TV. Another very profitable venture of the company was the operation of its printing processing laboratories, both on the West and East Coasts. Eight hundred thousand dollars has been spent to expand laboratory facilities on the West Coast and plans are under way to expand laboratory facilities in New York, Yates added.

One million dollars, Yates disclosed, was advanced by Music Corp. of America for the TV rights for Republic's old Gene Autry and Roy Rogers films. He estimated that the Autry and Rogers films earned in excess of another $1,000,000 yearly for the next four years, to be paid by MCA for the TV rights.

Republic, he went on, has won the enthusiastic response of the TV industry on initial completion of the film series, titled, "Stories of Our Century." He mentioned three other TV series planned by Republic. He described the upcoming movie, in which the position of the company, described 1955 as a year "of reconstruction for Republic." At the meeting, Yates discussed the possibility of Republic pulling out of the motion picture theatrical business again will be reviewed.

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Republic May Quit Theatrical Field

(Continued from page 1)

Names Hughes, RKO In Stockholder Suit

WILMINGTON, Del., April 5—Goldie Bodek of New York, a stockholder in RKO Pictures Corp., has requested Directors Louis C. Chleary and Philip J. Knopf to issue an injunction restraining Howard Hughes from selling RKO to the last bidder for more than $8 per share or else hold Hughes accountable to RKO for any excess he receives over that amount. RKO Hughes, RKO directors were named as defendants.

Filmack Issues New 'Friendship' Book

CHICAGO, April 5.—A new pocket-size booklet called “Filmack’s Friendly Chat” made its appearance here today being mailed to customers and friends. It is published by Filmack Trailer Co.

The first issue consists of eight pages, with stories, anecdotes and rhymes. In a foreword, Irving Mack, Filmack president. It highlights the new publication as a "magazine".

John O'Connell to Return to Loss

John O’Connell, president of Consolidated Moldered Products Corp., a Republic subsidiary engaged in the plastic molding business, informed stockholders Friday that the company last year suffered a loss of $50,000 on a volume of $4,250,000. Yates, who attended the meeting, disclosed that the company had invested in special treatment, promotion, or movies to Republic star Vera Ralston, his stockholders. He informed the company that the company owes Yates about $1,062,000 for loans and arrears on his salary.

William Salty, a stockholder who identified himself as a "special electionist," called upon Republic Pictures to remain in the theatrical business. "The time is needed for the second feature," he said.

The following officers were elected to the board: Yates, president; William A. Bodek; Richard H. Smith, treasurer; Richard B. Rodgers and Harold Lange, assistant treasurers; Albert E. Schiller and Iris J. McCarthy, their term.

It was further announced following the board meeting that Yates expects to remain in New York for a ten-day period. He will address the New York sales meeting, third in the current series of regional meetings, it was announced yesterday, that he will make a swing around the country, visiting important cities for discussions with leading exhibitors, both independent and circuit.
Broyd Greeted in Hollywood

Rhoden hailed as the "first new major
studio." Rhoden, who described himself as
the oldest franchise holder in AA's
production, laid tribute to Broyd as
a "man who understands our problems as
does," and declared that the pic-
ture viewed "in my opinion spell
box." — McCarthy in Chair

Local AA manager F. J. A. Mc-
Carthy presided at the meeting.

Broyd traced for his listeners' trade
development in which, he said, have
promised AA to allocate $25,000,000
for the production of major attrac-
tions during the next 18 months, and
added, "we can shorten that period, or
expect it, depending on support we
gain from theaters."

Re-stating major points scored in
the last 25 years, and exhibitions
should be closed together. They are
natural partners in the film industry—each
should work more closely together, and
gain distribution out of the middle." —
Laubs Goldstein, Flinn

At the same time he credited the
AA's sales division under Morey Gold-
stein with advancing the company to the
point where a major status could be
asked. Similarly he credited the public-
ity-department under John C. Flinn with participating vitally in the
company's economic progress.

Film Council

(Continued from page 1)

with the council's foreign production
committee.

The preamble to the resolution says
it "is not directed against legitimate
foreign local pictures but is directed
against runaway productions in which
American producers and other Amer-
ican interests make pictures in other
countries, laying to American wages,
even to the fantastic extent of making in foreign
countries pictures, with locales laid in United States."

Appeals to Associations

The resolution calls on Association of
Motion Picture Producers, the So-
ciety of Independent Motion Picture
Producers and the Motion Picture
Producers Association and their members to discuss plans for foreign productions "well in advance of the stage of production" and "agree not to make pictures in foreign countries in order to escape paying American wages to American work-
ers." and "in those instances where
authentic foreign locales can be ob-
tained only by making part or all of
the picture abroad, the producer agrees
to take with him a larger crew of
American workers than is presently
the case."

Action Suggested

The resolution provides that in the
event an American producer refuses
to cooperate with the council commit-
tee, the council will re-
commend to its member companies
they consider ways and means of with-
holding service from such runaway
productions.

MPAA Sales Group

(Continued from page 1)

industry problems on which talks may
arise.

It was learned that exhibitors are
having problems with the children's
film library because of a realization that youngsters are the cus-
tomers of tomorrow. The library at
present contains motion pictures with specific appeal to children.
ACADEMY AWARD WINNER!

WHEN MAGOO FLEW

VOTED BEST CARTOON SHORT SUBJECT OF THE YEAR!

UPA's Greatest IN CINEMASCOPÉ
COLOR BY TECHNICOLOR

A SPECIAL SHORT SUBJECT FROM COLUMBIA
First to Go?

Kansas State Censor Law May Be Out

Governor’s Signature on Repealer Still Needed

Special to THE DAILY TOPEKA, April 6—Whether Kansas, one of the first states to establish a motion picture censor board, would be the first of the six states having such boards to abolish one, was up to the Governor here tonight.

The state legislature shortly before it adjourned last Saturday passed a law providing for the abolition of the board of review. The Governor has until midnight tonight to sign the law, thus making it effective.

Should be refrain from signing, the measure dies and the Kansas film censor board continues in business.

The board was established in 1917. It consists of three women members. Censor boards also operate in New York, Ohio, Maryland, Pennsylvania.

Properly ‘Spaced’ 3-D Pictures Seen As Business ‘Tonic’

If properly spaced, quality three-dimensional pictures can be a “healthy” box-office stimulant, according to Edward Hyman, executive of American Broadcasting-Paramount Theatres, Commenting on the engagements of Universal’s “Return of the Creature” in 3-D in Detroit and Rochester, Hyman said that public reaction was “highly favorable” and that business was good.

There is a definite market for 3-D (Continued on page 3)


From THE DAILY Bureau

HOLLYWOOD, April 6—The importance of Hollywood in international relations was strongly emphasized here today by Guatino Martino, Foreign Minister of Italy, in a talk delivered at a Paramount studio luncheon given by the Association of Motion Picture Producers.

Martino, who was guest of honor at the luncheon, said, “The principal (Continued on page 2)

Allied Artists Expect 50% Increase In Earnings After May 1: Goldstein

By LESTER DINOFF

Allied Artists expects to increase its earnings and billings beginning May 1 by at least 50 per cent, according to Morey (Razz) Goldstein, vice-president and general sales manager for AA, who recently returned from a 16-city tour of the country meeting exhibitors and seeking their support in securing playdates for company product.

Speaking at a trade press luncheon at Toots Shor’s Restaurant here yesterday, Goldstein, an industry veteran with 34 years of experience, also discussed AA plans to (Continued on page 6)

Seek Conformance With the TV Code, NARTB Asserts

From THE DAILY Bureau

WASHINGTON, April 6 — The National Association of Radio and Television Broadcasters is making a strong and effective effort to acquaint producers and distributors of films for television with the rules of the television code, a Congressional subcommittee was told.

Edward H. Bronson, director of the NARTB’s television code section, testified before a Senate Judiciary Subcommittee studying the effect of TV crime and horror programs in stimulating juvenile delinquency. He said nearly 140 film producers and distributors had been contacted by the NARTB, and “we feel the producers and distributors of films are more conscious of the need for code conformance in the preparation and presentation of their product.”

Bronson also told the subcommittee about the clause recommended by the NARTB for all film-buying contracts, (Continued on page 7)

Oppose Hint of Quitting

Exhibitor Leaders Frown On Republic ‘Bowling Out’

By MURRAY HOROWITZ

“It would be deplorable” if Republic Pictures ceased production of theatrical motion pictures, Si Fabian, president of Stanley Warrar, declared here yesterday.

Fabian and other exhibitor leaders were asked for their reaction on the assertion of H. Yates, Republic president, that Republic may quit the theatrical film field.

Yates said a decision on the issue would be made within the next 60 days, adding that Republic may devote all of its energies to the TV field and the operation of its print processing laboratories.

The SW president, saying that it would be a shame if Republic went out of the theatrical film business, decried what in his opinion the motion picture industry is on the threshold of the “greatest era” of business it ever had. There is no reason to be pessimistic, he added.

The solution for Republic, Fabian continued, would “perhaps be a new approach” to motion picture production. The SW president, asked if he had conferred with Yates recently, replied that he had not seen Yates in six months (Continued on page 7)

‘Personal’ View

Goldstein Has High Hopes for Round-Table

Says Arbitration Crisis Need Not Rule It Out

In the event of a stalemate on arbitration, there is no reason why the proposed industry round-table conference cannot be called, in the opinion of Morey Goldstein, chairman of the sales managers committee of the Motion Picture Association of America.

Goldstein, in making the statement, made it clear that he was speaking personally and not as chairman of the MPAA distribution committee. Goldstein also clearly indicated that no such stalemate had been reached, declaring that there remain only one or two points to clear up in the proposed arbitration draft.

The sales managers committee chairman reiterated that distribution is emphatically felt that there should be agreement on arbitration before the proposed round-table conference is established.

‘Protective’ Group Formed Here by Rep. Stockholders

The formation of a Republic Pictures stockholders’ protective committee “to make . . . (the company) a profitable producer of motion picture films for the theatre and TV” was announced here yesterday by Bernard Smith, Jr., a dissident director of Republic Pictures.

Smith, who openly broke ranks with the leadership of president Herbert J. Yates at Tuesday’s stockholders meeting here, listed the following (Continued on page 7)

Report TV Nips B.O. in Canada

Television in Canada was said here yesterday to be making inroads at the box-office in Quebec and the Vancouver regions, according to Douglas Rosen, general manager of International Films and Allied Artists of Canada.

Rosen, who attended yesterday’s trade press luncheon given by Morey Goldstein, AA sales manager, said, (Continued on page 3)
Personal Mention

ALFRED STARR, co-chairman of the Committee Against Pay-As-You-See TV, arrived in New York yesterday, from Colorado, N. C.

HARRY F. SHAW, division manager for United Artists Theatres in New Haven, has left there with Mrs. Shaw for a South American cruise.

Seymour I. Feig, manager of the RKO Radio competitive bidding department, has been transferred yesterday to the New York State Bar.

Jack Goldberg, resident manager for Metro in Albany, N. Y., will leave there with Misses Goldberg on May 3 for a vacation in California.

Joseph Pas тернак, producer, has arrived in New York from Havana by plane at the end of the week for a week's work.

Emery Austin, M-G-M exploitation head, was in Albany this week from New York.

John Mcgraff of the Universal-International exploitation department, is in Hartford from New York.

Brian Adams, branch manager for United Artists in Atlanta, has returned there from Jacksonvillle.

Brian Michie, British talent agent, left here yesterday for London via B.O.A.C. Monarch.

Jack Evince, M-G-M Eastern division sales manager, was in Albany, N. Y., from here.


Myrna Loy left here yesterday via B.O.A.C. Brahamian for Nassau.

Austin Celebrates Cagney's Arrival

AUSTIN, Tex., April 5—A city-wide celebration marked the arrival of James Cagney in the state capital yesterday for the world premiere at the Paramount Theatre of "Run For Cover," Cagney starring vehicle, which coincides with the actor's 25th anniversary in motion pictures.

A principal event of the day was a luncheon for the actor at the Austin Club of the Commodore Perry Hotel, where Gov. Allan Shivers presented him a plaque commemorating his 25 years before the cameras. The government also presented the actor in a fortifying Paramount film, "Lucky Galant," saluting Cagney before the audience of newsmen and local dignitaries on the state-wide premiere of "Run For Cover," Western epic in VistaVision and Technicolor.

Rosen served as branch manager here for four years, prior to his promotion to the larger Pittsburgh territory. Clayton G. Eastman, former salesman, succeeded him in Albany.

Film Stock Deals Revealed by SEC

From THE DAILY BUREAU

WASHINGTON, April 6—Sol A. Schwartz bought 1,000 shares of RKO common in February, John D. H. White bought 500 shares, according to the recent report of the Securities and Exchange Commission, of the RKO Radio Pictures, Inc. and the rector in film company stocks.

The purchasers boosted their holdings in RKO common, increasing his personal holdings to 24,300 shares, plus 10,225 shares acquired through a holding company.

Robert Lehman sold 100 shares of 20th Century-Fox common, dropping his holdings in that common, increasing his personal holdings to 24,300 shares, Abra ham Monique sold 500 shares of Columbia common, leaving himself 15,538 shares, Abraham M. Sonnabend sold 2,400 shares of 20th Century-Fox common, but 60. A partnership in which Charles Schwartz is a member sold 300 shares, leaving 10,000.

Theatres Unaffected By Canadian Tax

OTTAWA, Ont., April 6—Canadian government authorities yesterday decreed that the usual tax on admission to motion pictures in general sales tax and that changes in excise taxes will not affect the Canadian motion picture industry.

However, theatre owners operating as corporations will benefit by a cut in corporation income tax from 4 to 3½ per cent, effective from April 15, from which point individual theatre operators personal income tax will be reduced from 47 per cent to 40 per cent, the effective date being July 1 this year.

Over-all tax reductions should aid theatre attendances this year, exhibitors say.

Testimonial Planned For Nat C. Rosen

ALBANY, April 6—Nat C. Rosen recently transferred by 20th Century-Fox to Pittsburgh as manager, will be honored at a testimonial dinner at the De Witt Clinton Hotel here on April 15. Norman Weitman, Universal manager, and Norman Jacker, Columbia manager, are joint presiding officers.

Film row and other industry friends will attend.

Kosen served as branch manager here for four years, prior to his promotion to the larger Pittsburgh territory. Clayton G. Eastman, former salesman, succeeded him in Albany.

Car Accident Fatal To Foster Hathaway

CLEVELAND, April 6—Foster H. Hathaway, 47, owner of the Bell Theatre, Campbell; Rita, Struthers; Midway Drive-In, North Kingsville, and Sky-High Drive-In, Youngstown, died yesterday at Struthers hospital following an automobile accident. A home-built car, which was the cause of the accident, was crashing out of control when it hit a telephone pole, killing Hathaway instantly.

Foster Hathaway was registered with the year's FBO Man of the Year. The awards are given by the local FBO branch manager and Warner sales representatives in each locality.

30 Pictures in Work; 7 Start, 7 Finish

From THE DAILY BUREAU

HOLLYWOOD, April 6—The total number of pictures in work during the past week stood at 7. Seven pictures started and the same number of films finished.

Started were: "Phenix City" (Allied Artists); "Little Brats" (Columbia); "Trial", CinemaScope (Metro-Goldwyn-Mayer); "The Canyons", for the Detroit Screenmen's Union's project (Columbia); "Rebel Without a Cause," Cinemascope, and "Pete Kelly's Blues," CinemaScope; WarnerColor (Warner Brothers).


"Waterfront" Victory Brings Re-run Dates

Early reports, a week after the Academy Awards presentations, indicate that this year's winner, Columbia's "On the Waterfront," will have a limited release in New York from the same company, "From Here to Eternity," Columbia reported yesterday.

Etan, one of the more than 400 available prints of the Marlon Brando starrer were booked for re-runs in New York, despite reports on the strength of the picture's showing at the box-office in its regular engagements and its 12 Oscar nominations.

In the few days after the awards were made known Columbia exchanges reported 25 more towns and five moveovers and indications are that there will be much more of the same. Last year, "From Here to Eternity" had upward of 1500 bookings in the first three months after the Academy Awards.

Our Miss Brooks' To Be WB Feature

HOLLYWOOD, April 6—Jack L. Warner announced "Our Miss Brooks," television shows, will be brought to the screen by Warner Brothers as a full-length feature, by agreement with Harry S. Ackerand, and vice-president in charge of network programs, CBS television.

Ever since the month of both the television and radio versions of the show, will star in the motion picture, which will be made by Miss Arden and Al Lewis for Warner Brothers presentation.

Joey' to Palace

United Artists' "A Bullet for Joey" was given its premiere at the Palace Theatre here on April 15, it was announced by William J. McGagh, vice-president.

News Roundup

‘U’ Kid Party

Universal International is holding an invitational Easter show for the children of the New York trade press, distributors, exhibitors, radio stations and radio contacts at the Victoria Theatre here on Saturday morning. The show will feature a special presentation of "An Out-of-this-World Party," the company's new science fiction film. The children will be given appropriate gifts.

Kills Holiday Bill

Massachusetts House Bill No. 1295, which would legalize St. Patrick's Day as a state holiday, has been re-read a third time at the request of the Senate, thus killing the measure for this session. It probably will be re-introduced next year.

Credit Group to Elect

The Motion Picture Industry Credit Corporation, which was approved by a vote of officers at the Hotel Park Sheraton here on April 6. The group now has 32 members.

Preserve Cinemara Story

An account of the screening of "Cinemara," which was screened at Clark's claim was unfair competition, has been inserted in the Congressional Record by Rep. Francis P. O’Hilton of Ohio.

New Dudley Film

The Canadian Film Institute, of which James A. Cowan is president, has laid plans for a film festival to be held next summer in Stratford, Ont., to be staged in conjunction with the third annual Shakespearean festival from June 27 to Aug. 27.

Benedict to 20th-Fox As Magazine Contact

Lowell Benedict has been named national magazine publicity contact for 20th Century-Fox, it was announced yesterday by Edward E. Sullivan, publicity manager for the company. Lowell Benedict, who resigned recently, has served for six years with Universal-International and five years with M-G-M in magazine publicity.

‘Peter’ Strong in Denver

Twentieth Century-Fox’s Cinema-Scope production of "A Man Called Peter" at the Cinerama Theatre in Denver, the biggest non-Tuesday opening business at the house, has been called here yesterday by the company.
People

George Smith has been named manager of the Colonial Theatre, Hartford, succeeding Carroll J. Lawler, who has left the theatre. Lawler, at one time with Shea Enterprises, New York, did not disclose his future plans.

Robert I. Kronenberg and Associated Artists Productions have completed a deal by which he will handle the television distribution of SAP’s entire catalog of films in the Far West area.

Dr. Julian H. Webb, associate head of the physics division at Kodak Research Laboratories, has been awarded the 1954 Progress Medal of the Royal Photographic Society of Great Britain for his research work in the photographic field.

Larry Shayne has been appointed professional manager of Northern Music, a Los Angeles subsidiary which has been reactivated as a full-scale publishing operation.

Howard J. “Buddy” Robbins has been named to the post of general professional manager of Columbia Pictures Music Corp.

Lucille Z. Alexander, who has been with Movietone News in Chicago for the past year, has married Taylor E. Richardson of Trenton, N. J., on April 30. They will live in Trenton.

John Parsons of the Telenews Theatre in San Francisco has taken over the Piedmont Theatre in Oakland from the Hardy interests.

Says Army Clearance Still Not Finalized

The subject of film clearances for Army-Navy theatres is still not finalized and would require at least one or two more meetings, according to Morye Goldstein, chairman of the sales managers committee of the Motion Picture Association of America.

“Despite reports, nothing has been decided as to a formula by which films are to be made available to military theatres,” Goldstein said.

The Allied Artists vice-president and general sales manager will report today to the MPAA sales head group on his recent talks with the Department of Defense. Another topic on the sales group’s agenda is the children’s film library, Goldstein said.

France, Italy Sign New Film Agreement

PARIS, April 3 (By Air Mail) — A new Franco-Italian agreement has been signed which will extend film exchanges between France and Italy for three years until Dec. 31, 1957. The exact terms of the agreement have not as yet been published but it is known that they differ from those of the bilateral co-production agreements. The French, over the past year or so, have shown that they feel their industry have suffered, production has fallen and the co-productions, while developing rapidly, have not always been of first class quality.

Under the new agreement there are likely to be fewer co-productions but the quality and the standard should be very high. There are also certain technical differences between previous agreements and the new one. These differences are primarily financial.

Films for Young Stressed

Greater attention will be paid to films for the young. At the moment neither country is producing films that are of real interest to children. It is likely, therefore, that both countries will work out co-production plans for special films for youth.

Finally, an exchange of documentaries is also included in the agreement. These are considered very important as these short films have been treated as poor relations in both countries.

Patrons Can Dictate Material: Chulack

ST. LOUIS, April 6.—William K. Chulack, director and producer, told a lawyer-and-daughter banquet of Notre Dame High School here that, morals of motion pictures are no better than the patrons of the theatres.

“If they will, Catholics can dictate the ethics and morals of the screen by using their power of discretion in attending shows,” he declared. “When the industry’s self-imposed codes are violated by producers, the public should protest and let it be known that it objects.”

Chulack who started with Warner Brothers in 1942 stated that the story of the decent person in Hollywood is never told because sensationalism attracts publicity and many good persons fall by the wayside.

He emphasized that the “box office has proved a picture doesn’t have to be dirty or vile to be a success” and that the critics of big money-makers generally possess family appeal and are morally all right.

Mo. Exhibitors File Anti-Trust Action

ST. LOUIS, April 6.—Earl E. and Pauline Williams, owners of the Vegetable Garden Theatre in Kansas City, filed an anti-trust action, seeking $300,000 treble damages, against 10 distributors and Miller Theatres, Inc., of Los Angeles, in Federal District Court in St. Louis County.

The petition charged that the plaintiffs were forced to close their theatre in June, 1952, because of the alleged refusal of the distributors to grant them first-run product.

Segregation Bill Killed in Missouri

JEFFERSON CITY, Mo., April 6.—The House Judiciary Committee of the Missouri General Assembly has voted to kill a bill to end racial segregation in Missouri’s public places (theatres, hotels, restaurants, sports arenas, bars and amusement parks). The vote was 13 to 6 to kill the bill which was sponsored by the four Negro members of the House of Representatives.

Announce Changes In Harrick Circuit

SEATTLE, April 6, William J. Conlin, manager of Harrick’s Theatres, and president of Harrick’s Theatres, announced that Douglas J. Forbes has been named Seattle city manager for Harrick Theatres. Forbes was named to take over the work of the late Herbert B. Sobotta.

Forbes has been looking pictures for the circuit since 1942, a job he will continue in his new position. He has been with the circuit since 1938 when he joined the personal secretary to John Harrick, and has remained with the organization through all its limitations.

Promoted to the position of assistant city manager is Cass Smith, who has managed the Music Hall and the Orpheum.

Other changes include Nick Furfaro, who will leave the Music Hall to operate the Orpheum; Clint Williams, who will become manager of the Liberty, the Blue Mouse and the Music Box, and Will Hudson will come from Harrick’s Tacoma house to manage the Music Box and the Blue Mouse in Seattle.

‘Peter’ Print Given To National Archives

WASHINGTON, April 6—A full length black-and-white print of “A Man Called Peter” has been presented to the National Archives in the nation’s capital, to honor the memory of the late Dr. Henry Marshall, the Chaplain of the United States Senate and pastor of the New York Avenue Presbyterian Church here.

Mrs. Katherine Marshall, his widow, and author of the book, acting for Twenty-First-Century-Fox, producers of the film, presented the print to Sec. Alexander Wiley, of Wisconsin, who then turned it over to Dr. Wayne C. Grover, Archivist of the United States, for permanent keeping in the National Archives.

Penn. Circuit Wins Anti-Trust Suit

PHILADELPHIA, April 6.—Treble damages totalling $1,275,000 plus more than three times that figure, were awarded to Norris Amusement Co. in its suit against major distributors. The verdict, in the Pennsylvania Court of Common Pleas District Court for the Eastern District of Pennsylvania. The trial lasted seven weeks.

The action involved the alleged right of Sablosky’s Norristown theatres to play on national release with Philadelphia’s territory, the jury’s decision, held that Norristown and Philadelphia were not in substantial competition and that there should be no clear, new avenues between them.

Kansas

(Continued from page 1)

and Virginia, and in numerous municipalities throughout the country.

Since the Supreme Court decision narrowing the field of film censorship and raising the question of its constitutional status, having censor boards have been exploring means of drafting new legislation to strengthen the legal status of the boards, once again.

Signature Seen Unlikely

Despite the fact that no such efforts have been undertaken to give a new legal bulwark to Kansas’ board, observers Armstrong, Co., Inc., here, that the bill to end the board’s existence will get the Governor’s signature to-night. They feel that he had intended to sign the measure he would not have waited until the last minute to do so and, hence, are of the opinion that his signature today he intends to let the measure die.

3-D Pictures

(Continued from page 1)

films, he said, as long as the supply doesn’t get too big. It was the show of poor three-dimensionals that killed the demand in 1952, he said.

Meanwhile, Universal reports that more than 200 theatres have asked for the first 3-D version to be a “revival” of 3-D is not anticipated on a large scale, periodic productions could be regarded as a “tonic,” it was said.

B.O. in Canada

(Continued from page 1)

however, that the situation is not “dangerous,” TV in Canada, he forecast, will have a similar effect at the box-office as it did in the U.S., but not in Canada.

Business in Canada was described as very good by Rosen. He predicted that there would be some Canadian production within the year, with no more than $150,000 by Canadian money, in another year.

North Central Area Mulling Giveaways

Theatres in the North Central territory may revive the “giveaway” type of programs in an effort to boost rapidly declining attendance, according to William R. Frank, producer of “Sitting Bull,” a United Artists release, said that “giveaways in the area may return the giveaway type of program which was so successful a number of years ago. It may become a trend once again.”

Hirsch Joints Armstrong

McVoin L. Hirsch has joined the A. L. Armstrong Co., Inc., here, as assistant executive vice-president of a commercial financing company, as managing executive in charge of the motion picture and television financing department.

Thursday, April 7, 1955
MOTION PICTURE DAILY
3
BATTLE CRY
THE BOXOFFICE BLOCK-BUSTER OF 6TH WEEKS ALL OVER THE NATION

THE SEA CHANG
NEXT MONTH! DANGER AFTER JOHN WAVE OF EXCITEMENT! SEARCH THE

EAST OF ED
NATIONAL RELEASE NOW—EVERY SOUTH, WEST AND EAST—'EAST OF

STRANGE LADY
BIG FIVE-CITY TEXAS PRE-RELEASE:
AUSTIN, SAN ANTONIO, HOUSTON, L

"BATTLE CRY"
Starring
VAN HEFLIN • ALDO RAY
MONA FREEMAN • NANCY OLSON
JAMES WHITMORE • RAYMOND MASSEY
TAB HUNTER • DOROTHY MALONE • ANNE FRANCIS

Screen Play by LEON M. URIS • Directed by RAUL WALSH
Music by Max Steiner
WARNERCOLOR • STEREOPHONIC SOUND
CINEMASCOPE

WARNER BROS!
DAY! 10th WEEK N.Y.! 8th WEEKS, 7th WEEKS, ROARING RECORD-SETTER FOR THE INDUSTRY!

RELEASE A SMASH! EVERY REVIEW A RAVE! NORTH, EN' WILL BE THE SENSATION-PICTURE THIS YEAR!

GREAT SHOWMANSHIP MAKES A GREAT PICTURE GREATER! AS, FORT WORTH, STARTING NEXT WEEK!

AYNE—WAYNE AFTER LANA TURNER—WAVE AFTER EVEN SEAS—YOU WON'T FIND THE LIKE OF IT!

“STRANGE LADY IN TOWN” Starring GREER GARSON—DANA ANDREWS
Produced and Directed by MERVYN LEROY
co-Starring CAMERON MITCHELL—LOIS SMITH—WALTER HAMPDEN
GONZALEZ GONZALEZ—Story and Screen Play by Frank Butler
Music, Arranged and Conducted by Dimitri Tiomkin
WARNERCOLOR—STEREOPHONIC SOUND

JOHN WAYNE—LANA TURNER IN “THE SEA CHASE”
Xth Starring DAVID FARRAR—LYLE BETTGER—TAB HUNTER
with DICK DAVALOS—SEAN HUFF
Screen Play by JOHN FARROW—Joseph Liebling and John Twist
MUSIC— arr. and conducted by Dimitri Tiomkin
WARNERCOLOR—STEREOPHONIC SOUND
CINEMASCOPE

STARRING RAYMOND MASSEY—ALBERT DEKKER—LOIS SMITH
by ELIA KAZAN
Technicolor
PHONIC SOUND
CINEMASCOPE

STARRING TAB HUNTER—DICK DAVALOS—DANA ANDREWS—JOHN WAYNE
with ETTGER—WALTER HAMPDEN
Screen Play by CHANDLER WALTER—JOHN FARROW
CINEMASCOPE
A. A. Earnings

(Continued from page 1)

release two “big” pictures each month and 15 “small” films up to the end of the year.

Goldstein attributed his company’s anticipation for a huge increase in earnings and billings, beginning May 1, to its support of the AA program and in providing a large amount of playdates to four films, “The Amazing World of Gumball,” “A Midsummer Night’s Dream,” “San Remo” and “A Walk in the Clouds,” which are opening and will open in key cities by Easter.

Cites Dual Purpose of Tour

“The purpose of the 10-city tour of the Brody script is two-fold,” Goldstein said. “We wanted to acquaint the industry with AA plans for the immediate future and find out the industry’s acceptability to our plans,” he said, adding that reactions and receptions around the country were “way beyond our expectations” and that the tour “crystallized into a deluge of playdates for AA product.”

The industry today is in a serious state, with exhibition crying that there is a shortage of product, in quantity and quality, and when AA presents something they want to know why. “All we ask exhibitors to do is support us by giving AA the tools and playdates,” he said.

If 10,000 theatres would give us four dates in an eight-to-10 week period, with the rental being an approximate $25, we would have 40,000 playdates and an income of $1,000,000 which would be immediately invested in production. Our desire is not to build a large office, but to build a large office potential, not for who made it,” he said.

Exhibitor support during the past 25 years has kept Allied Artists in business, Goldstein stated. “The support exhibition gives AA now will be mutually beneficial, as AA will keep the exhibitor in business,” he said.

At this point, Goldstein said that exhibitors in this country were gratified that William F. Rodgers is consultant to Allied Artists in sales matters.

Stresses Small-Film Importance

In discussing AA releasing plans, Goldstein said that there still is a big demand for “big and small” pictures such as the “Bovery Boys.” “As long as exhibition asks for such films, AA will supply them,” he said.

According to the company’s releasing plan of two “big” pictures monthly and 15 “small” pictures up to the end of the year, Allied Artists will distribute 33 pictures by 1956.

Goldstein also said that “Wichita” in CinemaScope will be nationally released on July 1 with “The Warri ors,” also in CinemaScope and color, to be released on Aug. 1.

Round-Table

(Continued from page 1)
called, a position which has won the endorsement of Theatre Owners of America and the condemnation of Allied States pictures. Goldstein is not in the arbitration talks.

Goldstein, addressing the trade press at an Allied Artists luncheon at Toots Shor’s, said that he had already agreed upon by distribution would sign a preliminary agreement, freeing distribution to call a round-table conference. He maintained that the preliminary agreement should first be reached on arbitration, arguing that an arbitration system would form the “basis” for then calling the round-table conference.

Adolph Schinmel, counsel for the distribution committee, and Herman Levy, TOA counsel, will continue to press on the draft, Goldstein added.

Orange, N. J., Has Own “Gala” Premiere

ORANGE, N. J., April 6—A mini-ature version of the “Gala” type premiere was held here last night for the debut of Burton Pictures’ Murder in the Villa Capri” at the Stanley Warner Embarre Theatre. Exterior of the pictures was shown here and in Newark. Searchlights, lobby radio interviews and the attendance of the film’s stars highlighted the festivities, which was followed by a champagne supper given by producer Paul Bartos.

The picture, a first effort by Burton, concerns a murderer stemming from a lurid past.

Bell Pictures will distribute.

Snow Storm Hurts Connecticut Grosses

HARTFORD, April 6—Theatre business in northwestern Connecticut suffered somewhat yesterday when a 12- to 24-inch snow storm hit the area.

Downtown Hartford theatres, as well as outlying small theatre houses, grosses dropped steadily as the snow continued. Numerous outdoor theaters, declining to operate with scant attendance, distributed posters good for subsequent performances to the few cars in attendance.

Award to Hurwok

Sol Hurwok and Jonas Rosenfield, Jr., will arrive in Boston today to attend a luncheon in their honor. At the luncheon Hurwok will receive an award from the local chapter of the Jewish organization for his contributions to the world of music. Rosenfield, vice-president in charge of advertising, publicity and exploitation for I.F.E., Releasing Corporation, will represent his company, distributor of Hurwok’s presentation of “Aida.”

Reviews

“Conquest of Space” (Paramount)

A PEEK into the future—into the era of interplanetary travel—is offered in George Pal’s filmed dramatization of the book of the same title by Irwin Allen. James J. O’Hara, from an adaptation by Philip Yordan, Barre Lyndon and George Worthington Yates, Locale: some 1,100 miles above the earth. Manned by a crew of Air Force volunteers, the space station—or Wheel, as it is called—faces special problems of survival in its virtually airless outer space surroundings.

According to Ley and his colleagues: Not only food but oxygen must be maintained for breathing. Another and since it doesn’t rain in space, water also must be brought from earth. Ley believes the oxygen problem might be partially solved by green plants, which, with the aid of sunlight, produce oxygen and remove carbon dioxide from the air. Drinking water may be made from the weight of containers. A water recovery plant on the space station also would provide water for drinking and shaving.

The Wheel would serve as the space station’s furnace or source of heat. Since the temperature of any object in outer space depends on how much of the sun’s rays it absorbs, the space station would be painted white, with black patches scattered over its surface.

Another interesting aspect is the problem of gravity, or rather lack of gravity, at a point 1,100 miles more or above the earth’s surface.

This is pointed up in a scene aboard a rocket ship hurtling toward the planet Mars. The crew members have enough magnetism in the soles of their shoes to prevent a “free flight,” but not enough to prevent the wearer from lifting his feet and walking.

As “Conquest of Space” indicates, these are problems for the future, and some scientists are quick to point out that this future may be no more than 10 or 15 years away.

Against this constantly-shifting science-fiction background revolves a standard murder-suspense plot with two crew members (Walter Brooke and Eric Fleming), and some occasional preachment for hope of brotherhood of mankind eventually resolving all human problems of outer space. A telecast from earth prior to launching a space ship to Mars gives further sonorous messages.

As produced by Pal and directed by Byron Haskin, emphasis is centered on interplanetary travel, with apparent miniature sets accounting for more than casual audience interest.

Running time, 81 minutes. General classification. March release.

“Three Cases of Murder” (Associated British Productions-Associated Artists)

MURDER is the theme of this British import, the title of which tells the story. “Three Cases of Murder” is a three-part film derived from short stories supplied by W. Somerset Maugham, Brett Halliday and Roderick Allen. The three strong and different stories, which are unrelated, values, indicates fair audience response in the selective theatres of this country.

The best of the trio is "Lord Mounturadro," adapted from the Maugham story of the same name. This stars Orson Welles as a slightly overwhelming crime writer who lives to tell in Parliament, but who so successfully ridicules an idealistic member of the opposition party that the latter’s career is ruined. The idealist, a fervent Welshman played by Alan Mowbray, and a jew on Welles, hamming his dreams in which the proper Foreign Secretary always is the butt of some grotesquely foolish situation. The twist that drives Welles to murder is that the Welshman knows and participates in.

"In the picture," by Wilkinson, features Badeal as a mad artist who lives "inside" his greatest painting and fumes unsuspecting art gallery patrons back into his picture to help people it properly. This is fantasy unrestrained, but confined in a macabre sort of way. The third episode is Halliday’s “You Killed Elizabeth,” an unaffectionate piece about two life-long friends, John Gregson and Enmys Jones, whose friendship is ended by rivalry over Elizabeth Sellars. It takes no great intuitive powers to figure out who murders Miss Sellars and why he does.

"Lord Munturadro" was directed by George M. O’Ferral; “In the Picture” by Wendy Toye, and "You Killed Elizabeth" by David Eady. Ian Dalrymple produced and Hugh Perceval, from a screenplay by Dalrymple, Donald Wilson and Sidney Carroll.


Guid Films Merges All Sales Operations

Guid Films has reallocated its 10 sales territories and merged its recently expanded sales activities into a new unit headed by Reinh Kauffman, president.

Under the direction of sales chief Myron Reiner, all salesmen will handle all properties, including syndicated series, feature films, film libraries and cartoons, Kauffman said.

Idaho Boosts Hourly Wage to 75 Cents

The state of Idaho has passed a 75 cents-per-hour minimum wage law and the new legislation will definitely work to the benefit of their owners who employ part-time school students, according to Theatre Owners of America.

Previously, the minimum wage law throughout Idaho was set at 50 cents per hour. TOA said.
months. The question was asked in the wake of Yates' statement at Tuesday's stockholders meeting of Republic that he had talked with the presidents of the four largest circuits in the nation and apprised them of Republic's position.

Alfred Starr, chairman of the executive committee of Owners of America, said: "I think it would be a dreadful calamity." If Republic would withdraw from the theatrical film field.

Starr, here for a meeting of TOA leaders, contended that for the past several years, Republic had not been "seriously producing a carefully paced schedule of domestically-made pictures."

The TOA leader, questioned on Yates' bid for more playing time and more money for Republic Pictures, replied that in a short time he would "not make sense." "Give us some pictures and we'll revise the Republic," Starr declared, adding: "we'll make a beaten path to the doors of Republic exchange." Leonard Goldenson, president of American Broadcasting-Paramount Theatres, like Fabian, said he had not been notified of any impending move by Republic to quit production of theatrical films. Goldenson added that his circuit had given Republic a fair share of its playing time and was not aware of any complaints about ABPT's treatment of Republic features.

Exhibitors' Views Vary

Other exhibition leaders questioned the use of their names, with their comment varying from Republic needs a "new approach" to production to expressing displeasure at the contemplated move. Some felt that Yates would reconsider and retract any intention of quitting the theatrical film field.

Hollywood Vital

(Continued from page 1)

Republic

(Continued from page 1)

element in international relations in these days of cooperation, and the American motion picture industry is an outstanding example of international cooperation, both in its relationship with the Italian film industry and with our country, generally." Y. Frank Freeman, chairman of the AMP' directorate, presided.

Segal Slays at ABC

Alex Segal, director of the "U.S. Steel Hour," who was brought into television from motion pictures by Bob Weilman, has signed a new contract which will keep him at ABC.

To Review EFGG Progress

(Continued from page 1)

yesterday afternoon when TOA officials, E. D. Martin, president; Walter Thomas, administrative chairman of the Republic's vice-president; and Alfred Stern, chairman of the executive committee, and Herman Levy, general counsel, met.

TOA officials had reported late last week that Sam Pinanski, president of EFGG, had called the session to inform exhibitors of the launching of EFGG of progress made and the plan to conduct a series of meetings across the country prior to the first stockholders meeting which has been set for May 15.

However, it was learned that Martin had sent out telegrams to the exhibitors calling the special session to discuss current problems affecting the industry.

May Meet With MPAA

The TOA leaders may designate some official to effect some meeting with the sales managers committee of the Motion Picture Association of America which will also meet today. However, any meeting between a TOA official and a representative of the exhibitors group is considered as remote as both organizations have busy agendas.

If Martin is an officer of EFGG, will seek some discussions, it is reported, on industry topics of importance, among them being arbitration, the industry roundtable, toll-TV, the industry's plan for ending military theatre competition, Allied States Emergency Defense Committee, a meeting with Allied for mutual problem discussion, the 1955 TOA convention, the forthcoming Boston, suit in which TOA is listed as a co-plaintiff by the Department of Justice, governmental permission for diverted circuits to enter film production, the COMPO audience poll, plans to build theatre attendance and the TOA public liability insurance proposal.

The TOA president may report to the group on his reactions to the liability insurance plan which recently was completed.

Awaits Word From Shor

Martin reported yesterday that he was awaiting word from Allied president Ruben Shor as to a meeting of both organizations over mutual problems. The TOA had appointed a committee to meet with the Allied group, but it has since been said that Shor is planning to name a different group of men to represent his organization in these talks.

Starr may report on the progress which was made in trying to affiliate the Theatre Owners of Quebec, in Montreal, with the national TOA, one of the first steps in setting up an international exhibitor alliance.

Among those expected to attend today's sessions are Martin, Read, Starr, Levy, John Rowley, Pinanski, Benjamin Trustman, and Joseph Alterman, TOA's new office manager.

Republic Holders

(Continued from page 1)

purposes of the protective committee's statement.

They are: "To fully explain the changes which have been brought about, management; to rectify any iniquities which may be brought to light by whatever means may be at our disposal, and to bring about whatever management changes which appear necessary in the light of an independent examination."

Smith, at the same time, announced that Vice-Admiral G. F. Bogan, U.S.N. (Ret.) and Baron Van Zuylen already had volunteered to serve as members of the committee. The director, a member of the New York Stock Exchange firm of LaMorte, Maloney & Co., said: "there were some shocking allegations made relative to the stewardship of Yates" at Tuesday's meeting. Smith, with his father, B. E. Smith, owns 22,300 shares of Republic common.

Criticizes Treatment of Weilman

Smith scored Yates for "summarily" dismissing a stockholder, Harold Weilman, calling for an independent audit of the company's books by outside auditors and investigation into the management of the company. "This unceasing conduct," Smith continued, coupled with the lack of successful results as to the operation of Republic, "has convinced me together with my associates and friends" to form a stockholders protective committee.

Smith is already on record as not favoring the withdrawal of Republic Pictures from the theatrical film field, a step, which Yates said, is being contemplated by him, and on which, he said, a decision will be made in the next 60 to 90 days.

Smith added that additional members of the protective committee will be announced "at an early date."

NARTB

(Continued from page 1)

which gives the station the right to alter or reject any film not conforming with the regulations written into the television code.

NARTB president Harold E. Fel-

lowes cited various studies by psychi-

atists and sociologists minimizing the effects of TV in promoting juvenile delinquency. He said a majority of the Federal Communications Commission did not agree with Commissioner Freda Hennock, who testified earlier in today's hearing, that the FCC should refuse to renew licenses of TV broadcasters who broadcast too many crime and horror programs.

Sees Code Ineffective

Miss Hennock made a violent attack on TV broadcasting, declaring that 30,000,000 TV receivers are "pouring an untamed stream of crime, violence, outrage murder, brutality, unnatural suspense and horror into the living rooms of America." She said the "lofty expressions and exemplary standards formulated in the industry codes have little actual relationships to the programming offered on television."

She admitted that self-regulation by the industry is desirable, but added that to the extent this falls down, "the regulatory body responsible under the law must act." She said she felt that the evidence showed that the broadcasters had fallen short of their responsibility and that it is "incumbent on the commission to take positive remedial steps."

THE ONLY COMPLETE AND OFFICIAL FILM STORY OF "Churchill—Man of the Century"

2 Reels 20 Minutes

All the highlights of Sir Winston Churchill's brilliant career up to his 80th birthday in a stirring documentary as timely as today's headlines, released to coincide with his resignation on April 5, 1955.

Your audiences read about it in their newspapers

YESTERDAY they can see it on your screen

TOMORROW if you book it

TODAY

Write or Phone for booking dates and rates to:

LESTER SCHOENFELD, Distribution Manager

British Information Services

30 Rockefeller Plaza, New York 20, N. Y. Circle 6-5100
IT'S BACK TO BASIC "SHOWMANSHIP" FOR THAT NEW BOXOFFICE BOOM!

In 3-D

or

2-D

"REVENGE OF THE CREATURE" is doing BIG business all over the country...

BIG in Detroit, Broadway-Capitol; ... BIG in Cleveland, Hippodrome; ... BIG in Denver, Paramount; ... BIG in Youngstown, Paramount; ... BIG in New Britain, Conn., Palace; ... BIG in Mansfield, O., Madison; ... BIG in Minneapolis, State; ... BIG in Grand Rapids, Regent; ... BIG in Columbus, O., Broad; ... BIG in Jackson, Mich., Capitol; ... BIG in Port Huron, Family; ... BIG in Saginaw, Franklin; ... BIG everywhere!

from UNIVERSAL, of course!
Move in Senate
Films Effect on Delinquency To Be Studied

JUDICIARY GROUP STATES HEARING, TENTATIVELY

WASHINGTON, April 7.—A Senate Judiciary Subcommittee studying juvenile delinquency has tentatively scheduled for the end of May brief initial hearings on the impact of motion pictures on the nation's youth.

Subcommittee officials said no witnesses have been set yet. Moreover, they caution that the Senate's schedule could force a postponement in that May hearing date.

The subcommittee held hearings yesterday and today on the impact of crime and horror television programs in promoting juvenile delinquency. (Continued on page 6)

Compo Again Asks Press Aide to Pull Out Stay-at-Home

A TV claim that "television has substantially reduced the time the average family devotes to its newspapers" is carried by the Council of Motion Picture Organizations as one of the reasons why newspapers should be influencing people to go out of their homes to increase the effectiveness of their retail advertising," the ad says, "a newspaper should have a bright, exciting entertainment page" (Continued on page 6)

SKF and TNT in Closed Circuit Deal

Smith, Kline & French Laboratories and Theatre Network Television, Inc. (TNT), have entered into a long-term contract in closed-circuit TV by signing a year's contract calling for the use of TNT's closed-circuit network facilities on all SKF multi-city, 'beaten down' film shows. It was announced by Fanshawe Lindsay, TNT Televisions general sales manager.

This new type of closed-circuit sale (Continued on page 6)

Zenith Ad Refused

INDUSTRY'S OBSERVERS VIEW NETWORKS OPPosing PAY-TV

By LESTER DINOFF

Industry observers yesterday interpreted the Columbia Broadcasting System's refusal to allow the Zenith Radio Corp. to plug Phonevision on the "Omnibus" television program as the first public sign of opposition by the networks to subscription television. Zenith's system, Phonevision, is not a product. It's a controversial issue.

CBS declared in reporting that it had barred a commercial announcement relating to toll-TV. According to a representative of the Committee Against Pay-As-You-See TV, the CBS stand can be assumed as an agreement to the theatre men and a form of registering its official opposition to subscription television.

"Zenith's vice-president and general counsel Joseph S. Wright accused CBS of "arbitrary and unwarranted censorship" and cancelled his company's sponsorship of the "Omnibus" TV show because of the network's refusal to permit a commercial about (Continued on page 3)

Expect Quick Army Plan

Nbc Film Division To Meet April 13-15

A national sales meeting of the NBC Film Division will be held April 13-15 at the Hotel Warwick here, Jake Keever, national sales manager, announced.

In addition to the entire sales force, attending various sessions of the meeting will be Sylvester L. Weaver, Jr., president of NBC; Robert B. Sarnoff, executive vice-president; Carl M. Stanton, vice-president in charge of the film division, and Ted Sisson, director of the film division.

Sales Heads Name Committee to Explore Needs of Children's Film Library

Promising that distribution would make available more pictures for the children's film library, the sales managers committee of the Motion Picture Association yesterday appointed a two-man sub-committee, Bernard Goodman of Warner Brothers and Monroe Goodman of Paramount, to work out and report on what is needed to be done to increase the effectiveness of the program and to offer more opportunities for the showing of films especially suited for children.

Moege Goldstein, chairman of the sales group, reported here following a meeting of the distribution sales heads, that all agreed to publish the maximum number of suitable pictures for the children's film library for special showings, due to exhibitor requests.

Many exhibitors have come to a sharp realization that the youngsters of today are the future ticket buyers of tomorrow, Goldstein said.

Governor Signs 42-Year-Old Kansas Censor Law Abolished

INDUSTRY HOPEFUL OTHER STATES WILL FOLLOW SUIT

TOPEKA, April 7.—Governor Fred Hall today signed the bill abolishing the state's censor board which had been passed by the legislature in 1912 in the wake of the controversial "Sensation of the Century" trial.

This law, one of the first to establish a motion picture censorship board, becomes the first of six states maintaining a board to abolish it. Other states having censorship boards are New York, Pennsylvania, Maryland, Virginia and Ohio.

Industry and legislative observers feel that Kansas' action may prove precursor; at least, may encourage others of the censorship states to think along the same lines and perhaps (Continued on page 6)

Gov't Preparing To Release Results Of Industry Census

WASHINGTON, April 7.—Census Bureau officials hope to start releasing this fall some of the results of this year's comprehensive census of the film industry.

Questionnaires covering all branches of the industry started going out in the mail at the end of 1954 and through the first week of 1955. Most of the forms have already been returned to the Bureau and Bureau (Continued on page 6)

Rep. 16mm Renew

Signing of a long-term contract for the continued distribution abroad of 16mm versions of Republic Pictures product by Loew's International Corp. was announced yesterday.

Continuance of the deal, initiated in 1947, enables M-G-M offices overseas to offer customers a complete service suit to the 16mm market and made (Continued on page 6)
Personal Mention

MILTON E. COHEN, United Artists Eastern and Southern division manager, will return to New York today from Detroit.

ROBERT M. WEITMAN, American Broadcasting Co. vice-president, in charge of the network's East Coast operations, will leave here for the Coast on Sunday.

H. PAUL ROME, president of the Rome Theatre, Baltimore, has been married to Frances Grover, of Washington.


FREDERICK BRISON, producer, will be in Pittsburgh from New York at the weekend, and in Boston on Monday.

HERB GREENBLATT, K.G.O. Radio station manager, leaves here today for Atlanta today from Jacksonville.

PAT DUGGAN, producer, will leave here for Hollywood by train on Sunday.

ROSALIND RUSSELL will leave New York on Monday for the Coast.

TOA Scores Yates, Blames Republic

Republic Pictures president Herbert J. Yates was scored here yesterday by E. D. Martin, Theatre Owners of America president, for "heaping abuse" on exhibitors during his recent trip to Hollywood.

Martin, in an open letter to Yates, referred to Yates' statement that one reason he is contemplating Republic's withdrawal from the theatrical film market is the lack of support from exhibitor customers. On the contrary, Martin asserted, any company must bear the blame for its lack of success. It has not kept pace with competition.

The TOA president also pointed out the profitable operations of other producers and distributors, adding that "these profitable operations are based primarily on their activity in the theatrical motion picture industry and not in the field of television."

Martin, who attended yesterday's meeting of TOA leaders on EFGF and reportedly other industry matters, was not available for comment.

Geo. Weisman Dies

Baltimore, April 7.—Funeral services were held today for George M. Weisman, business agent for the Theatrical Employees Service Organization, Baltimore Local No. 19. He died suddenly on Monday. He had been associated with the service for more than 25 years. His widow survives.

Pinanski Notes EFGF Progress

An expression of satisfaction with "the progress of subscriptions" to the stock of Exhibitors Film Financial Group was made yesterday by Sam Pinanski, EFGF president.

Pinanski issued a short statement following a meeting of directors of EFGF. Neither he, nor any other TOA leader, made himself available to the press following the meeting. Said Pinanski:

"It convinces us that the public is ready to back us with us in our aims and in our ambitions."

Columbia Calls Field Meet Monday by NYU

New York University will present a production on Monday of Stanley Kramer, motion picture producer and alumnus, at a special program in his honor.

Chancellor Henry T. Heald will read and present the citation during the ceremony in recognition of Kramer's achievements in the motion picture industry. Persons from the motion picture industry, fellow alumni, and members of the University faculty will attend the program, which will begin at 5 p.m. in Vanderbilt Hall, 40 Washington Square South.

Dean William B. Berger of the University College of Arts and Science is to discuss Kramer's student days and act as master of ceremonies. Professor R. Gessner, chairman of the motion picture department at Washington Square College of Arts and Science, will introduce the honored alumni Hollywood career.

Excerpts from four films produced by Mr. Kramer ("Home of the Brave," "The Men," "High Noon," and "The Champion") will be shown during the program.

Plan Twin Drive-In For Waterbury, Conn.

HARTFORD, April 7.—A half-million dollar shopping center and twin drive-in theatre on the Reiveld section of Waterbury, Conn., by Robert Schwartz and Mrs. Mrs. I. Musman, will be the site of the Twin Drive-In Theatre, Waterbury; Park, Thomaston, and Center Drive-In, Derby, all in Connecticut.

Construction will start on a 45-acre site early in the summer of 1956, followed by completion of the twin drive-in early in the year. The 45-acre site was acquired from the Scovill Mfg. Co., of Waterbury, for a reported purchase price of $40,000.

COMPIE FORMS FIRM

Formation of Public Relations Film Corp., was announced here by Gilbert Compi, executive vice-president. Compi, former commercial producer for "The March of Time," said that the firm will be established to create public relations films for clients.

Workshop Planned

Paul N. Lazarus, Jr., vice-president in charge of advertising and publicity, will keynote the conference. Howard LeSieur, director of advertising, publicity and exploitation, will outline Columbia's policy on national exploitation following these talks. Waldorf workshop will be conducted by Al Rylander, exploitation manager, and by Ray Gray, assistant exploitation manager.

Field exploitation division managers will be scheduled to discuss their view of the markets, and conclude include Jack Marlke, Boston; Milt Young, Philadelphia; Sid Zins, Washington, Bob Weiner, Chicago; Roy C. Lister, Los Angeles; Sammy Siegel, Seattle, and Jimmy Boyle, Dallas.

One-Third of Canada Now Has TV Sets

OTTAWA, April 7.—About one-third of the Canadian population has sets now and stations cover about 70 percent of the population. A. Davidson Dunton, chairman of the board of Canadian Broadcasting Corp., told a parliamentary committee here.

He revealed CBC-TV employs about 7,000 people and spends about $34,000,000 a year on talent, with 30,000,000 feet of film being processed annually to meet the needs of stations not yet served on the present micro-wave network in Eastern Canada.

Radio programs have been hit hard by TV, he disclosed, so that many night-time commercial programs have been cancelled.

There are now seven CBC-TV stations in Canada plus 18 privately-owned stations, all stations being part of the CBC's national service.

Cinerama Holiday in Dallas April 27

Dallas will become the sixth city to show the Louis de Rochemont production of "Cinerama Holiday," when the second Cinerama entertainment film at the Majestic Theatre here on April 27, it has been announced by Lester B. Isaac, general manager in charge of the entertainment show for Stanley-Warner Corp.

"This is Cinerama" will end its run on April 25. The following night, a full program of commercial exhibitions will be shown for the public relations film for clients.

3 in 1,000 Pick 'Oscar' Winners

DALLAS, April 7—Kyke Rorex, executive director Texas Compo, stated that U. S. theatre patrons found no easy task in picking Academy "Oscar" winners in the "Oscar Race" campaign. Rorex announced that early tabulations showed an average of five winners out of every 1,000 entry ballots cast.

Out of the selected six categories (best picture, actor, actress, supporting actor and actress, director), listed forCc the theatre patron to choose from, the most incorrect selection was in the "Oscar Race" with next nearest coming in the selection of the winning director.

514 Theatres Participated

Rorex revealed that over 5,000,000 Oscar Race entry blanks were used by [ sic ] 514 theatres in 38 states and Canada during the month long campaign that ended March 30.

Letters from exhibitors who used the copyrighted Texas Compo project were enthusiastic over the effective results and the stimulation the campaign gave theatre patrons and customers and expressed the desire to repeat the campaign next year, Rorex says.

Rorex also stated that a survey to determine results and results of the "Oscar Race" was being conducted in order to get the promotional ideas can be incorporated into next years "Oscar Race" and "Oscar Derby," both of which are copyrighted projects under Texas Compo.

Tie-In With Newspaper

Rorex reported that one of the first special promotional plans used in connection with the "Oscar Race" was the newspaper-ad tie-up appearing in a special eight-page section in the Baton Rouge, La., "Morning Advocate" of Thursday morning March 24. A member of the Local newspaper tie-up, that used more than 200 papers and reached some 25,000 "Oscar" and "Oscar Derby" winners in five days.

NT Dividend Set

HOLLYWOOD, April 7. — The board of directors of National Theatricals Inc., today voted a quarterly dividend of 12 1/2 cents per share on the outstanding common stock, payable May 20, to the stockholders of record on April 21.
People

Ray Syufy has purchased the Geneva Drive-in at San Francisco from Peterson Brothers for a reported $230,000.

Robert Skaggs, Sr., former manager of the Florida Theatre, Jacksonville, has been named city manager in St. Augustine for Florida State Theatres.

Dan Sangaree, manager of the DeSoto Theatre, Atenida, Fla., has been transferred to the Kirby in Bartow, while Cliff Bailey, manager, has moved to the DeSoto.

Leo Zachling who served as chief film editor for Louis de Rochemont Associates for three years is leaving the company. Zachling will make his plans known after a short vacation.

Wallace Bardsley has been named city manager for Mid-State Amusement Co.'s theatres in Ellensburg, Wash., succeeding James E. Farrell, who has resigned. Bardsley formerly managed theatres in Walla Walla, Pasco and Richland, Wash.

Jack Rose, secretary-treasurer of Indiana-Illinois Theatres, has been named chairman of the amusement division for the Jack Kirsch memorial banquet in Chicago on April 19.

Harry Schroeder has been named producer representative for UA's 'A Bullet for Joey.'

D. W. Chambers of Albany, Ore., has sold the Starlight Drive-in Theatre, The Dalles, Ore., to Ed Chambers for a sum reported to be in excess of $60,000.

Harold Lorrimer, assistant manager of the Liberty Theatre, Portland, Ore., has been promoted to city manager for John Hargrave Theatres in Enumclaw, Wash. Darwyn Whitney, formerly of the Hollywood Theatre, Salem, will be the new assistant to manager Marvin Fox in Portland.

Joseph Blumenfeld, of Blumenfeld Theatres, San Francisco, has been elected to the national executive board of the Union of American Hebrew Congregations.

Herbert Miller, formerly with Television Programs of America and United Television Programs, has joined the NBC Film Division as a sales representative.

Myles E. Baker has been appointed vice-president in charge of service at Lennen & Newell, ad agency.

Phonovision. CBS, which is reported to be opposed to any system of pay-as-you-see TV, will officially state its position May 9 before the Federal Communications Commission, said that under its contract with Zenith, products to be furnished in the system include television sets, radios and hearing aids. "Phonovision is not a product, but a controversial issue," the network added.

Controversy Last Year With ABC

The American Broadcasting Co. also said it would challenge Zenith over the advertising of Phonovision last fall when Zenith sponsored an NCAA football game on its television network each week, it was reported.

Under last year's agreement with Zenith, an ABC spokesman said here yesterday, only products listed in the contract were allowed to be mentioned during the NCAA commercials. Zenith had asked for a commercial on Phonovision last fall, he said, but was turned down by network executives because there was no mention of Phonovision was mentioned on the air would have to be renegotiated between ABC and Zenith, he said.

It also was learned that CBS has plans to present a half-hour television show on April 24, devoted entirely to the phonovision television issue with possibly Ed Murrow as moderator. According to the representative of the Committee Against Pay-As-You-See TV, the CBS half-hour show was being set up as a discussion program with representatives of both sides, the proponents and opponents of toll-TV, citing why and why not subscription television should be given to the public.

"From the tone of the letters expressing view of Mr. Wright, who is vice-president of Zenith, we will not take part in this toll-TV discussion program," the committee representative said.

Wright, in letter to CBS, stated, "We consider this action to be a most unwarranted and arbitrary censorship on your part, and for that reason we ask that our name not be used in any way in connection with the forthcoming 'Omnibus' program." The CBS copy acceptance department refused to accept the commercial continuity that "would constitute a breach of contract" for use on the April 3 program of "Omnibus."

In answer to the network's position by stating that "you are in error in alleging that our refusal to accept a script and continuity which was submitted by you stemmed from our intent to oppose subscription television,"

Washington, Commissioner Frieda B. Henneck of the Federal Communication Commission said: "I don't see how a network can control the views of a sponsor. It presents a very serious problem. If Zenith comes to the commission with this problem, we would have to look into it." Other FCC commission members declined comment in the matter.

Starr Reports Progress Made in Toll-TV Fight

A report of "progress" on the campaign against toll TV was rendered here yesterday by Alfred H. Starr, chairman of the Committee Against Pay-As-You-See TV.

Starr, here for conferences with Canadian Theatre Owners of America, said with the completion of the committee's working team, "we are now spreading our side of the toll-TV story."

The working team, Starr explained, meant the committee's hiring of an economist, a public relations firm, the law firm of Cohen & Marks, and an engineer.

Exhibitor groups throughout the country, including Owen Gilmour, who is briefly on the issues and they, in turn, Starr added, are taking the message to the public. Starr expressed pride "that our interest coincides with the public interest" in this fight.

NT, Toronto, Shifting to Supplies, Booking

TORONTO, April 7—The National Theatres circuit, Toronto, of which Sim Fingold is president, has moved its headquarters from the downtown offices, in order to devote its attention to a film-buying service and the sale of motion picture theatre supplies and advertising materials.

James Harrison, former supervisor at the National Theatres headquarters, Pacific, has been named Roxy Theatre, Walkerton, Ont., while Gordon E. Rowe has acquired another unit, the Capitol Theatre, Meaford.

The National Theatres has rented the Scarborough Drive-In, near Toronto, to 20th Century Theatres, an affiliate of Famous Players Canadian Corp.

Columbus Columnist Blasts Censorship

COLUMBUS, April 7.—The campaign to revive censorship is "misinformed, misguided and dangerous," said Norman Nadel, theatre editor of the "Columbus Citizen," in his column. He said that "well-meaning individuals and groups" are doing a disservice to their children by overlooking "the most dangerous point in the whole situation," namely that they are protecting their children by asking for censorship. "They actually are campaigning to deprive them of the most precious American inheritance of the right of free expression," he declared.

Resume Matinees

HARTFORD, April 7.—Another free-rush situation operated by the New England Theatrical Enterprises, Inc., has resumed Monday-through-Friday matinees, starting at 1:30. The Bristol, Bristol, has joined the Gem, Willimantic, and Palace, Torrington, all in Connecticut, in the establishment of the new policy.

Alabama Receipts Off

BIRMINGHAM, Ala., April 7—The University of Alabama Bureau of Business Research reports that theatre receipts in the state of Alabama for December, 1954, were down 10.2 per cent when compared with those for November.

Webs Seen Opposing Toll TV

(Continued from page 1)

Conn. Drive-in Opening Set

The 800-car Southtown Drive-in Theatre, Southtown, Conn., being built by Ames Construction Co. of New York, served as a retirement haven for Actors and Actresses, is being readied for an early May opening.

Southeast 'Scopes Total 362

The number of CinemaScope installations in Florida and South Georgia has risen to 362, according to compilation of Thomas P. Titcomb, 20th Century-Fox manager in the Jacksonville area.

Named Receiver in Portland

Thomas F. Blair, secretary of Jones Enterprises and Western Amusement Co., has been appointed temporary receiver to take over operation of the Rose Theatre, Portland, Ore., pending decision in a law suit involving the theatre, property, operated by AI Myers and F. T. Wilcox.

TV Permit to Mobile Group

The Federal Communications Commission has awarded television channel 5 to WKRK-TV, Mobile, Ala. The station is headed by Kenneth R. Giddens and associates, who also operate motion picture theatres in Mobile and radio station WKRK as well as its FM affiliate.

Famous Players Net Off

The annual report of Famous Players Canadian Corp. for 1954 reveals a decline in net profit to $3,384,825, compared with $4,611,019, for the preceding year. The net per share equaled $1.95 against $2.18 for the previous 12 months.

Offers Free TV Film Storage

Circle Film Laboratories is offering advertising agencies and producers a storage and cataloguing service for their film commercials. Should a commercial be needed for a particular spot, the laboratory will not only deliver it, but will also arrange for any revisions required.

'Gina' Museum at Globe

"The Museum of Modern Gina," located in the lobby of the Globe Theatre here, will be opened today. It will display photographs of Gina Lollobrigida taken during her recent visit to New York, and also a reproduction of paintings of her done by prominent Italian artists.

Drive-In Starts 10th Season

The East Trent Motor-in, the third of the five drive-ins in the Spokane area, has opened for its 10th season. The concession room has been enlarged.
The Academy Awards

GRACE KELLY... Best Actress
GEORGE SEATON... Best Screenplay

VISTAVISION
MOTION PICTURE HIGH-FIDELITY
Special Award — Top Technical Achievement

DANNY KAYE
Special Award — for United Nations Short

ADD THIS IMPORTANT "OSCAR" ANGI THESE IMPORTANT
Current Paramount Hits

"THE COUNTRY GIRL"

"RUN FOR COVER"
in VISTAVISION and color by Technicolor

"WHITE CHRISTMAS"
in VISTAVISION and color by Technicolor

"THREE RING CIRCUS"
in VISTAVISION and color by Technicolor

"ASSIGNMENT CHILDREN"
color by Technicolor

WHEN YOU SELL PARAMOUNT ATTRACTIONS TO THE PUBLIC!
Kans. Censor Repeal Lauded by Johnston

Eric Johnson, president of the Motion Picture Association of America, commenting on the celebrity attack on the Central Kansas law, stated that Frederick Hall of Kansas was repealing that state's motion picture censorship law, which had been in force from 1913 to 1953.

"Every believer in freedom of expression will rejoice that Kansas has repealed its censorship law. The legislature and Governor Hall are to be highly congratulated on this achievement," Mr. Johnson said. It is to be hoped that the lead of Kansas will be followed by her sister states that still have anachronistic censorship statutes on their books."

Delinquency

(Continued from page 1)

Senators heard Joseph V. Heffernan, vice president of the National Broadcasting Co., declare that crime, robbery, and burglary' were still the板 on the boards. He estimated the industry about $60,000 annually in inspection and license fees, which averaged $2.50 per establishment, as perhaps the most reasonable of any of the state censor board fees.

Ruling Handled Down in July

The case involving the test of the Kansas censorship board's constitutionality was begun by Holabhy, Inc., and United Artists last year and resulted in a ruling last July by Judge Harry Miller of the Wyandotte County district court that censorship was unconstitutional under state law. The state appealed the state superior court, whose decision is now awaited.

Legislative observers have reported that the clock-stopping procedure, recently referred to by legislators with important measures still to be acted upon at adjournment time had been in effect for Gov. Hall the time needed to sign the censorship and other pending bills and to clear his desk in the late rush after adjournment. With the legislation still unsigned near midnight last night, observers say the clock was stopped to keep the signing deadline in abeyance.

The Kansas and Ohio censorship statutes figured in the historic Mutual Film Co. case challenging their authority in 1915. The case went to the U. S. Supreme Court which held that films were solely amusements and, therefore, not entitled to the freedom of the press. That ruling stood until "The Miracle" decision two years ago narrowed the apparent grounds on which films could be considered serious literature. The doctrine has refrained from pronouncing film censorship per se unconstitutional.

'Purple' Tomorrow

United Artists' "The Purple Plain," Technicolor adventure spectacular starring Gregory Peck, will have its New York première on Monday at the Capitol Theatre on Broadway. Win Min Thun, 21-year-old Burmese beauty who makes her screen debut opposite Peck, will attend the bow and autograph pictures for fans in the lobby.

Compo

(Continued from page 1)

that gives more news about the movies and the industry than any local theaters. This can be an important means of bringing people out of their homes."

The evening was opened at a seminar of retailers in Washington by Oliver Treyz, president of the Television Bureau of Advertisers.

Treyz is reported to have cited a survey showing that families in TV cities devoted 50 minutes of TV viewing compared to one hour and 58 minutes in non-TV cities and in contrast, pointed to Nielsen figures showing that the average TV home watched TV six hours per day in January, 1955.

Sees Papers Losing Readers

Assenting that newspapers are not getting today the young readers they feared they would start to have drawn this damaging conclusion:

"It is because these young people have never developed the habit of going to the store to buy the paper that the percentage of retail business done by the department stores is still so large. By now, the habit of going to the store is a proper and legitimate part of the broadcast schedule."

Heffernan said "we are aware of no responsible scientific data or opinion which fixes television as the cause for juvenile delinquency," and stated that "if the NBC board sets up a special committee to review children's programs."

Laulds Broadcasters' Efforts

"It is better for the government to stay out of the business of regulating program content," Heffernan said. He argued that "many broadcasters have done a better job in this difficult area than they are given credit for."

"Broad, shot-at-the-consumers conceptions of an industry as a whole, without recognition of the superior programs produced by many in that industry, serve only to discourage the industry which is struggling to do something better," Heffernan asserted. He said parents have a major responsibility to select superior programs for their children to watch.

Republic-Lowel's

(Continued from page 1)

up of M-G-M pictures and Republic's feature and serial pictures.

The contract gives new impetus to M-G-M's 10th anniversary 16mm Olympia, now in progress. The studios have issued G-Men's M-G-M's entry into 16mm, the first of the majors to do so commercially, and has for its object the general expansion of the 16mm field.

286 Outdoor Theatres Listed on Air Charts

The latitude and longitude of 286 drive-in theatres' locations in 36 states have been added to aeronautical charts on December 31, an announcement by Theatre Owners of America.

The TOA had been requested by the Aircraft Owners and Pilots Association late last year to help secure the exact latitude and longitude of the outdoor houses as aids to flyers at night.

Army Plan

(Continued from page 1)

to leave the Defense Department for some time, and hope to have the matter really well wound up before he leaves," one industry official declared today. "That is the situation we have up with a new proposal very soon," he said.

The industry and Swan did work out a plan to cut down theatrical competition with private theatres, but the Armed Services rejected his plan.

The group, no successor has been named to fill the post which Swan is leaving on April 30.

The sales managers committee of the Motion Picture Association of America, at a meeting held yesterday at the Paramount Pictures home office board room, approved a report made by chairman Morry Goldstein, chairman of the group, on the progress made in discussions with the Department of Defense over film clearance for military theatres.

Paved the Way, Says Goldstein

Goldstein described the kind of arrangements which might be acceptable to the armed services and exhibitors on the question of distribution arrangements in theatres in the armed forces and installations. The sales group's chairman stated that the meeting had provided the basis for a continuation of the detailed discussion with the Department of Defense and exhibitors on a basis, which, he felt, would be entirely satisfactory to all concerned.

Industry Censuses

(Continued from page 1)

officials have started follow-up checks to get replies from the tardy firms. This starts the arduous job of editing and tabulating the replies.

Bureau spokesman said the present plan was to skip an preliminary total this time, in the hope that the final figures would not be too long delayed. They said their present schedule looked promising.

Hope to Finish This Year

This fall, they'll start releasing some of the individual state figures. They hope to have all of these out by the end of the year. By the end of the third quarter, they hope to have the national reports in. Some nationwide totals—not in complete detail but some of the highlights for each branch. It will be well into next year before they have the nationwide total in complete detail.

And—the Bureau officials emphasize, they do not schedule this all subjects to delays resulting from tardy questionnaires, manpower cuts, sidetracking for higher priority jobs and the like.

Para. Looked Into

A Crystal Ball

Grace Kelly as winner of the Academy Award for her performance in Paramount's "The Country Girl," is "Life" Magazine's cover girl for the April 11 issue because the Paramount publicity department, confident that she would win the "Oscar," arranged with "Life"'s photographer to have the color portrait photograph taken in a series of weeks in advance of the Award ceremonies.
Technical Papers
At SMPTE Meet
Now Total 70

More than 70 technical papers have been accepted for presentation at the 77th Convention of the Society of Motion Picture and Television Engineers on April 18-22 at the Drake Hotel in Chicago, it was announced this week by Byron Roundabush, convention vice-president. This is the largest number of convention papers ever presented since formation of the society in 1916, he said.

Emphasis on 16mm
Although emphasis in the program is on 16mm films, particularly non-theatrical motion pictures, 35mm and the new wide-screen processes will not be overlooked, Roundabush made clear. A symposium on wide-screen photography has been scheduled for Thursday morning, April 21, at the State-Lake Theatre. Included in this session will be a paper by Earl J. Sporahle and H. E. Bragg of 20th Century-Fox on "Improvements in CinemaScope" and a paper entitled "The VistaVision Process" by Academy Award winners Loren Ryder and Jack Bishop. C. R. Daily, also of Paramount Pictures, collaborated on this paper. A VistaVision demonstration will be made using both double-frame as well as standard-size VistaVision release prints.

In addition, another wide-screen session has been scheduled for Friday afternoon, April 22. Among the papers to be presented during this session are "Historical Notes on Large Screens, Wide Screens and Cyclophanes" by John B. Postal of Tele-Science Productions, New York, and "Evaluation and Reaction to New Processes of Motion-Picture Projection" by Lucien E. Poynter of Midwest Amusement Corp., and Richard H. Orear, Commonwealth Theatres, Inc., Kansas City.

Television on Wednesday
Other sessions line up as follows: Sound, Monday afternoon; non-theatrical motion pictures, Monday evening and Tuesday; television, Wednesday; high speed photography, Thursday morning and afternoon; laboratory practice, Thursday afternoon; illumination, studio and process, incandescent, Friday morning, and screen brightness, Friday afternoon.

An equipment exhibit will be held in conjunction with the convention. Seventeen exhibitors will display the latest in motion picture and TV equipment. Exhibits will be open Monday through Thursday afternoons, April 18-21, and Friday morning. Those companies exhibiting are: Ampex, Bell & Howell, Camera Equipment Co., Andre Debre of America, Film Services, Inc., Fierman & Babb, Houston-Fearless, Klieg Photo Corp., Motion Picture Printing Equipment Pathé Laboratories, Precision Laboratories, RCA, S.O.S. Cinema Supply, Stancil Hoffman, Vanguard Instrument Co., Westrex Corp., and Wolensak Optical Co.

Program Set for Women
A ladies program has also been planned. It includes trips to such points of interest in and around Chicago as the Art Institute, the Mill Race Inn at Geneva, and the Little Traveler.

Mass. Projection Booth Bill
Rejected by House Group

Special to THE DAILY
BOSTON, April 7—The House bill petitioned by Joseph Wisnioswki of Chicopee and asking for two licensed operators in a projection booth, when a film of more than 16 millimeters and more than 10 inches in length is used for the continuous exhibition of motion pictures, has been reported adversely in committee, after which the House accepted the committee's report.
Motion Picture Daily Feature Reviews

“Bedevilled”
(M-G-M)
(CinemaScope) Hollywood, April 7
SELF-CONFLICT between the flesh and spirit of a man destined for priesthood when he meets an attractive girl in serious difficulty provides the basic interest for this action-filled story.

Steve Forrest emerges as a highly impressive personality in the co-starring spot, while Anne Baxter suffers through a tedious, uncompromising role that fails to justify her high standing and one-time popularity. Forrest registers strongly as a pilla of heroes and should be rewarded with top-line marquee rating from here on.

His is that rare specie of “new face” that spells money in the box-office.

Filmed in Paris, the locations and colorful backgrounds selected by director Mitchell Leisen were tailored for Cinemascope dimensions, adding innumerable intrigue to his bid for suspense. Outstanding among these were scenes photographed in the spacious interior of Napoleon’s tomb and one in a church during a storm.

Among the foreign players employed, Victor Francen is a standout as Father Du Rocher, a Catholic priest concerned with Steve’s behavior and decision to become a priest on his own free will.

Eisinger’s story and screenplay has the advantage of Henry Berman’s production values to cover up superficial situations and some obviously contrived motivation. The action gets under way when Forrest, on a three-day holiday in Paris before entering a French seminary, suddenly finds himself sharing a cab with Miss Baxter, who is in an apparent nervous state of mind.

She tries to prevent him from getting involved in her troubles, but he persists, though ignorant of her problem, to offer her aid.

The chase-motive develops into a lengthy campaign on Miss Baxter’s part to escape from paying for the murder of a man with whom she was living before discovering he was married, while Steve tries to ward off the murder inquiry of her man’s brother from avenging the crime by protecting her from a similar end.

Tormented by the realization that an ineptulous adolescence has brought her into this sorry state, and the knowledge that the man she has fallen in love with has a stronger will to serve God, she finds escape by submitting herself to the bullets of the avenger’s henchmen. In a poignant closing scene, Steve, among other students at the seminary, is told what it means to become a priest.


SAMUEL D. BERNs

“A Bullet for Joey”
(United Artists)

A modern-day story, starring Edward G. Robinson and George Raft, is classicized in the screenplays by Samuel Bischoff and David Diamond production. Set in Montreal, the picture at times builds sufficient suspense and action to satisfy the melodrama film fans.

The twin billing of Robinson and Raft is another asset, an asset which could have been better utilized if the two competent actors were given a better script and faster-paced action. At times, though the suspense growing out of the two-pitted against each other, detective Robinson of the Royal Mounted Police, and the more effective Raft, offers some absorbing moments.

The film opens with Raft in Lisbon, exiled from the U. S. for his shady past. While there, an international spy makes a proposition to him, offering him a sum of money for the kidnapping of an atomic physicist. The scene shifts to Montreal, where Raft rounds up his old gang from the States, and begins the job, his employers apparently being Russian agents.

The payoff of Robinson’s detective Robinson into play. He handles his job of sleuthing with a good deal of acumen, aided by the modern crime laboratory of the Royal Mounted Police. The prize of all the plotting and counter-plotting is atomic physicist George Dolenz, who is characterized as a whiz in physics, but quite naive when it comes to women, a facet of his personality which nearly proves his undoing.

Raft’s former moll, Audrey Totter, uses her wiles to entrap Dolenz, only to save him in the nick of time.

Running time, 86 minutes. General audience classification. For release in April.

MURRAY HOROWITZ

“The Eternal Sea”
(Republic)

A World War II, sentimental story emerges from this Republic presentation, based on the life of Rear Admiral John M. Hoskins, of World War II fame. Starring Sterling Hayden, Alexis Smith and Dean Jagger, it should find a sympathetic audience.

The plot takes the viewer immediately prior to World War II to these post-Korean war years. It tells of the uphill struggle of Hayden, portraying Hoskins, to gain command of a Naval career, despite the loss of one of his legs. That, among other struggles of Hoskins, carries the picture forward.

Playing the role of the understanding wife is Miss Smith, while Jagger portrays Hayden’s friend, Bill Hayford, as a slightly awkward, ice-Addicted, ex-Army officer.

Apparently mounted with a modest budget in mind, the picture is weakened somewhat by the long span of time covered in its plot. More action shots of action sequences could have been used and, too, the picture is somewhat lengthy and, on the whole, even though enjoyable, it should do satisfactory business.

Hayden, as Hoskins, is a captain, eager to win command of his own ship when the picture opens. Immediately the audience is introduced to his family, including his young son.

Bendix, as a sleuthing young man of whom he is proud, is cast in the part of a ship’s captain who loses his coveted command of the Naval carrier “Horncet” when it sinks early in the war.

Assigned to land-duty, the training of pilots, he carries this job off effectively and without fault, his name and reputation winning commendation. While preparing to load his carrier he loses his leg from a wound when the ship is sunk in the Philippine invasion.

Then, Hayden, always playing his role with effective restraint, finds himself a successful, if difficult, sidekick, to resist retirement despite his wounds. Finally, he wins command of the new “Princeton.” Following the war, he sees the need for carrier-based jet operations and, overcoming Pentagon caution, he demonstrates that it can be done, an operation which later, with supporting help, leads to the development of the current carrier. Hayden’s part is in that of directing the rehabilitation of permanently disabled men, a task which he takes upon retirement.

John H. Agar was producer-director, while Allen Rirkink did the screenplay, based on a story by William Wister Haines. Others in the cast include: Ben Cooper, Virginia Grey, Hayden Rorke and Douglas Kennedy.

Running time, 103 minutes. General audience classification. Release date, not set.

M. H.

“Heartbreak Ridge”
(Tudor Pictures)

THERE have been other documentaries on the Korean War, but it is doubtful that any has had the impact of “Heartbreak Ridge.” This is a superbly photographed account of the role played by the French troops of the United Nations forces. Unfortunately for exhibitors, most audiences today are not yet wise to the reputation of the documentary, especially foreign ones, of having to do with the French; but with proper exploitation and word-of-mouth praise, “Heartbreak Ridge” should do very nicely in the selective theatres. It could also win a few prizes when that time rolls around again.

Filmed in Cinema-Vision under the auspices of the French Ministry of Defence, the picture features members of the French Battalion playing themselves in a simple but extremely effective narrative outline. The center of interest is a young lieutenant, newly arrived in Korea, who loves for action at the front.

At first he is saddled with the dull routine of liaison work in Seoul. When he gets his chance to go to the front, it is as commanding officer of a tough company made up of veterans of 15 years’ service all over the world. How the lieutenant, nicknamed “Babyface” by his troops, finally wins their respect forms the core of the film, the climax of which is a smashing attack on an enemy position in which the lieutenant wins his red badge of courage.

The excellent camera work, under the direction of Henry Decal, beautifully catches the impact of the various battle scenes as well as the feel of the rugged terrain in bleak winter and verdant spring. There are also some fine shots of war-devastated Seoul, its abandoned imperial palace and its slums. The performances are little short of remarkable for non-professionals—easy, free and natural. In short, this could be a landmark in the cinema of self-consciousness. This includes the appealing performance of a little, light-fingered Korean orphan, adopted by the battalion as its mascot.

“Heartbreak Ridge,” producer Rene Risacher and director Jacques Dupont have what is easily one of the best films of its type seen in recent years. The French dialogue has been comprehensively translated through a running English narration and occasional subtitles, Tudor Pictures is the American distributor.


“Crashout”
(Filmakers)

IF one can imagine the bumbling, vulgarly clumsy William Bendix of the stage, screen and TV in a really strong role, then one can appreciate the attraction of “Crashout,” in which the actor does justice to a part which might sag for him in a lesser role. He should handle it.

Bendix heads a vicious band, consisting of Arthur Kennedy, Luther Adler, William Talman, Gene Evans and Marshall Thompson. The desperate team breaks out of a prison and heads for a cache of hidden money. As anticipated, they are captured by the police and are taken to an army camp, where they are questioned one by one. The group decreases in quantity while at the same time growing in intelligence.

The stand-out episode revolves around the lissome Beverly Michaels and Kenneth Thompson figures in an offbeat romantic sequence, too. There’s a quaint, suspense-laden finish as Bendix and Kennedy, the sole survivors, finally approach the hiding place.

This is not recommended for squeamish audiences.

Presented by Irving H. Levin, production is by Hal E. Chester and direction by Lewis R. Foster. The script is by Chester and Foster.

Running time, 82 minutes. Adult audience classification. Release date not set.
TOA Urges Round-Table First; Willing to By-Pass Arbitration

Ben Goetz to M-G-M Studio

From THE DAILY BUREAU
Hollywood, April 10 — Ben Goetz, chairman and managing director of M-G-M British Studios, Ltd., for the past 10 years, will come to the Culver City studio in an executive capacity in the near future. It was learned June 16.

Details of Goetz’s new duties could not be ascertained nor could it be determined whether the appointment is a result of the study of M-G-M production which Nicholas M. Schenck, president, recently directed Arthur Loew, president of Loew’s International, to make.

“Motion Picture and Television Almanac” lists Goetz as a native New Yorker who entered the industry in

(Continued on page 6)

Loew’s Int’l Reveals Its ‘Hall of Fame’

The third annual “Hall of Fame” awards of Loew’s International Corp., were announced at the weekend by Morton A. Spring, first vice-president. Honors for 1954 went to Ava Gardner, “Star of the Year,” Edward Saxon (manager of M-G-M of Lebanon) “Distributor of the Year,” and Manual Angel Fernandez (operator of the Roxy and Estrella Theaters, Mexico City) “Exhibitor of the Year.” Photographs of the three award winners are on page 6.

See Page 4 for Toll TV Reaction

A cross-section of the public reaction to the possibility of subscription television becoming a reality indicates that the “man in the street” attitude appears to be split. Some of the preliminary correspondence received by the Federal Communications Commission in Washington is revealed in a summary story on page 4. Reasons for and against the medium are expressed in letters and post cards to the FCC.

Zanuck Reports 21,000 Installations Improved C’Scope Due Soon

Continuing technical improvements in CinemaScope are expected to be in readiness for a demonstration reel this summer which will show “some rather startling developments” through corrections made in lenses and adjustments in cameras, Darryl F. Zanuck, 20th Century-Fox vice-president in charge of production, told a press conference at the company’s home office on Friday.

Zanuck, who returned recently from an extended European visit, left New York for the Coast on Saturday. Flanked at the interview by Charles Einfeld, vice-president in charge of advertising-publicity, Zanuck reported that CinemaScope installations are continuing at an undiminished rate at home and abroad.

“It is obvious,” Zanuck said, “that CinemaScope has become a fixed standard throughout the world.” The continuing research on and development of CinemaScope, he said, at

(Continued on page 6)
Personal Mention

Adolph Zukor, chairman of the Motion Picture Daily, is scheduled to return to New York from a three-month visit to the coast.

Horace S. Thomas, sales manager of Eastman Kodak Co., and Maj. Thomas L. O'Connell, front, left, returned on Saturday for Camness aboard the "Cristoforo Colombo."

Morris Helfrin, owner of London Film Productions, will leave New York today for England via B.O.A.C. Monarch.

Gene Kelly arrived in New York from the Coast with his daughter on Saturday and left here yesterday for Paris.

Anthony Z. Lande, executive vice-president of Parrish & Weller, TV film producers, left New York at the weekend for Europe.

John L. Damm, former owner of a West Palm Beach drive-in, has arrived here via the Princess Theatre, Mt. Dora, Fl.

Ella Kazan, director, sailed from New York aboard the "Cristoforo Colombo" on Saturday for Naples.

Allen M. Widom, motion picture editor of the "Times," of Hartford, has returned there from Los Angeles.

Talbot Jennings, screen writer, has left New York via Italian Airlines for Rome.

Anastole de Gruywald, producer, left New York for Friday on London via B.O.A.C.

William Zimmerman, film attorney, will leave here by plane today for England.

Lee Mosel, screen writer, left here yesterday for London via B.O.A.C.

Rufus Vallee will leave here by plane today for Bermuda.

SuperScope for All Grainger Pictures

HOLLYWOOD, April 10.—Edmund Grainger Productions, Inc., and SuperScope, Inc., over the weekend completed negotiations for all six of Grainger's forthcoming productions to be produced in SuperScope widescreen process, Edmund Grainger and Joseph and Irving Tushinsky, heads of SuperScope, completed the agreement.

In addition to SuperScope, Grainger announced that all six of his forthcoming productions will be released in color in the fall of 1954.

First film, "The Treasure of Pancho Villa," begins filming on April 18 in Mexico, will star John Wayne, Yvonne De Carlo, William Tabbert, Robert J. Doran, Robert Lowery, John Eldredge, Van Heflin, and John Agar as Pancho Villa.

M-G-M Has Seven

By mid-May, M-G-M will have seven pictures booked or playing in Broadway theatres here, it was announced yesterday by pictures, those currently being shown are: "Miss America," "Call Me Madam," "She Married Her Boss," "The Glass Slipper," "Kiss Me Kate," "Meet Me in St. Louis," and "The Prodigal."

B'way Looked for Top Holiday Grosses

The Passover and Easter holiday and fair weather, combined with the opening of some of the major New York, sent Thursday and Friday grosses at Broadway theatres soaring, as exhibitors who anticipated "bigger and better" business over the weekend and throughout this week because of the Jewish holiday weekend was expected was reported by the Radio City Music Hall as representatives of that Broadway showcase expressed. The hall's opening weekend will be held in the Grand Ballroom of the Waldorf Astoria Hotel on May 1 and 2. Proceeds of the journal will go to the Radio City Club, Inc., the film's success, which supports the Variety Club Clinic for Children with Epilepsy at the Columbia-Presbyterian Medical Center.

Thirty on Committee


Fabian to Europe For Cinerama Survey

S. H. Fabian, Stanley Warner head, sailed on the "S.S. United States" on Saturday for a survey of European exhibition and production opportunities for Cinerama in London, Paris and Rome. The survey will be held in the process which now is showing in Tokyo, Osaka, London and Paris, as well as the State Department in Damascus and Bangkok.

Fabian was accompanied on the trip that will include England, France, Holland and Israel.

IA District Convention

CHATTANOOGA, April 10—The 27th convention of District No. 7 of the International Alliance of Theatrical Stage Employees will be held here at the Patten Hotel on April 27-28, it was announced by district secretary-treasurer R. E. Morris. This district comprises IA locals in Alabama, Tennessee, Georgia, Mississippi, South Carolina, North Carolina, and Tennessee.

Journal Committee

O.F. N. Variety Club

Will Meet Today

Edward L. Fabian, Herman Goldber and Thomas Murtha, co-charman of the journal committee, will meet here today to complete plans for the journal which will be published in conjunction with the Variety Club of New York's second annual heart fund benefit beginning Wednesday, May 5, at the Waldorf Astoria Hotel.

Austin Walsh, international president of the International Alliance of Theatrical Stage Employees, will be in attendance.

FPC Profits Down Slightly in 1954

TORONTO, April 10.—The net profit of Famous Players Canadian Circuit Corp., for the year ended on Jan. 1, 1955, amounted to $3,848,825 or $1.95 per share as compared with $3,611,005 or $1.92 per share for the fiscal year 1954, it was reported in the annual report mailed to stockholders.

Operating Profit Down

Operating profit amounted to $6,241,121 and other income to $975,109, the annual report said, comparing the 1954 figures to $8,620,190 and $804,169 respectively. The dividends in 1954 amounted to $9.722,351 as compared with $9.722,351 in 1953.

The Famous Players financial position, according to Fitzgibbons, is good but the firm is taking advantage of its surplus assets under the ruling of the Canadian government to increase its capital by $719,741.

RKO Circuit Earnings Up

SPECIAL TO THE DAILY

WILMINGTON, Del., April 10.—Earnings of RKO Theatres Corp. for the first quarter of this year were slightly ahead of last year, it was stated in a report issued at the weekend by Sol A. Schwartz, president of the circuit. A rise in admission receipts was noted in March, said Schwartz, but he forecast a late summer upsurge as a result of strong forthcoming attractions.

At the annual stockholders meeting held here all directors were reelected by the shareholders. The total paid-in surplus of the organization amounted from $3,914,910 to $3,380,536 shares of stock.

Reelected directors were, in addition to Schwartz, Theodore R. Colbor, David J. Greene, Dudley G. Layman, Albert A. List, Albert O. Oresman and Edward C. Raftery.

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1A Group to Meet

ATLANTIC CITY, April 10.—Distribution Executives of the LATSE, which is comprised of locals throughout New Jersey will meet at the Town Tavern here on May 22, it was announced by Fred M. Stone, secretary-treasurer Thomas V. Green.
Is the shipping space you need available right now?

You know when you use United Air Freight!

United Air Lines flies an average of 121,000 ton miles of air freight every day—representing a not-so-small mountain of machinery, flowers, auto parts and other cargo. To keep this vast amount of freight flowing smoothly and on schedule United’s “payload control” center at its Denver operating base, keeps constant watch over the more than 254 cargo-carrying Mainliner® flights daily.

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For full information call your local United office located in principal cities coast-to-coast. Also write for the new and informative booklet, “Industry’s Flying Partner”:
United Air Lines Cargo Sales Dept., N-4—5959 S. Cicero, Chicago, Ill.
FCC Reveals Early Reactions to Pay-TV

Public, to Date, Divided on Issue

By J. A. OTTEN

WASHINGTON, April 10.—With the deadline for filing comments on subscription television proposals still a month off, the Federal Communications Commission has received several hundred letters and postcards from "plain ordinary set-owners," have poured into the Commission, and as of the moment, the sentiment is even-seven on whether the commission should or should not approve toll-TV.

Among the many comments received, the FCC has discovered that toll-TV is overwhelmingly opposed to subscription television, a veritable flood of correspondence has been directed to the Commission. These comments have been from many different states and from a wide variety of persons and organizations.

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One of the many comments received is that "this will benefit greatly my state of Nevada." Present deadline for comment is May 9. Most of the parties to the case will wait until that date.

The writers of the letters and postcards, against toll TV, usually are one that have already paid enough buying their sets and don't want to pay any more. They declare that "the averaging wouldn't favor toll TV," and declare that toll TV would especially hurt retired people or shut-ins living on small incomes and other low-income taxpayers.

The proponents of toll TV declare that there is ample good potential for profit in the homes. Frequently they attack the motion picture theatre owners as "selfish."

"Enough Taxes Now!

Says D. H. Belden, of Bronwood, Mass., "I would seem to see we have enough taxes now, Mr. and Mrs. Ralph J. Stauffer of Reading, Pa., sent in a postcard headed "Emancipation Proclamation," declaring that "when and if pay-as-you-see television goes into effect, I'll get rid of our 20-cents to-look-tax."

Mrs. W. H. Wycoff, of Newark, states that for years television has gotten along without the coin system and I think it should continue."

Mrs. S. R. Tully of Ossining, N. Y., warns that if the FCC approves toll TV, "the poor folks right out of the lives of those who need it most—retired people living on Social Security."

Mr. and Mrs. R. H. Smith, of Hillsboro, N. H., "has that is about the last straw. Too bad they can't put meters on our nostrils and tell for the safety they are about to be breathing.""

W. B. Hadleman of Beacon, N. Y., declares that toll TV, which will be "a stark reality to the average American and should be used to their advantage and not against them with such corporation." Irene, Merle and Rupert Haskins of Kansas City add that "we hope you will turn the request down. Repairs are too expensive without this new charge."

Some Want It

Here are some typical comments of those endorsing toll TV: Robert E. V. Hugh of Brookfield, Mass., believes it will improve programs and I hope it may eliminate tiresome and repetitious commercials."

Mr. A. R. Belding, of Binghamton, N. Y., report they have refrain from buying a TV set because present programs do not. Some respondents would bring programs of "a more selective type." Helen Flynn of Matawan, Mass., says, "I am heartily and enthusiastically in favor of it. I could see many new plays, opera and movies that I could probably never see if they didn't show them through our local theatre and I find you need new content, in the system, for the safety they are about to be breathing free."

Many of the proponents of toll TV, advocating the magnitude of the public relations job ahead of the "department of the Public Against Toll TV."

Byron Bentley, president of the National Theatre Arts Council, writes that it would serve the public by providing new entertainment and would give more work to Hollywood film producers and all persons engaged in the entertainment industry. "Motion picture theatre exhibitors are the only ones concerned with our entertainment industry who create something, he adds. "They are trying for their own selfish benefit, to limit the creative potential of all film and film producers by permitting them no outlet but movie theatres."

Alban MacDougall, Jr., of Beverly Hills, writes: "Remember the movie theatre owners are the first to publicize the movies, and therefore are against the idea is an indication in its favor." E. C. Mills of Los Angeles says the argument of exhibitors, "should be suspect."

Hardy Burkes of Los Angeles sent along 50 signatures he collected favoring toll television and declared that once he is the law, he will approach the contractor. William C. Holtz of Portland counters with a petition from over 100 people, that it is impossible for three people to be contacted favoring toll TV.

Retailer Group Opposes

The Florida State Retailers Association writes against toll television, and the Medical Audio-Visual Institute, which represents 238 Medical Colleges says that toll TV will help develop TV as a medium for postgraduate medical education. Various suggestions are written in against the system, while several others argue that toll TV will mean their salvations."

The National Association of Television Advertisers says it is "violently opposed" to toll TV, but the head of the Pittsburgh Steelers Football Club says it's the only way to keep many athletic groups going.

Some Are Mimedoghe

The effect of organized letter-writing campaigns is apparent in the docket. Someone in Maine mimeographed and distributed statements against toll TV, and these powerful statements are signed by individual citizens. A flood of letters from Drumright, Okla., against toll TV was submitted also by W. J. Smith, manager of the Tower Theatre. On the other hand, Zenith stockholders and Zenith dealers, and Zenith dealers and distributors are obviously at work on the other side. For example, there's a message from Zenith distributor Albert Mathies & Co., Inc., in Albuquerque, to all of his Zenith dealers, urging them and their friends to write the Commission and Congress.

Based in Bangor, Me.

New England Group Formed To Fight Pay-As-You-See TV

The newest addition to the ranks of TV was announced at the weekend by Louis P. Gorman, of Bangor, Me., and the new group was formed for Free-TV.

This newly formed group will coordinate activities of radio and television stations in New Hampshire, Massachusetts, Rhode Island and Connecticut aimed at demonstrating to the public that Pay-TV is not in the public interest.

Gorman, general manager of WABI and WABI-TV in Bangor, has stated that he has made a personal study of the subject and for years has been advocating any television system which threatens sponsored programming as now presented by networks and other individual television stations.

"Once the 'coin-box boys get their foot in the door," Gorman predicted, "you will see TV as we know it today disappear because pay-as-you-see TV simply has to have public acceptance—even more so than programs recorded in advance."

"They'll Raid the Networks"

"And where are they going to find public acceptance? Right on your own TV dial where Jackie Gleason, George Gobel, Arch Godfrey, 'Love Lucy,' Patricial, 'Hit Parade' and all the other top attractions entertain millions without charge. They'll raid the networks."

"Gleason, himself, predicts that in a few years nearly all TV programs will be pay-to-see. A gloomy prospect for the average set-owner who will have to spend his hard earned money just because a few 'do-gooders' are trying to save him from what they imagine is the dreadful or 'vicious' content of local and national broadcast stations. Only a single protest against this idea is an indication in its favor." E. C. Mills of Los Angeles says the argument of exhibitors, "should be suspect."

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TV Set Production Was Up in February

WASHINGTON, April 10.—Television set production was up in February, the Radio-Electronics-Television Manufacturers Association reported.

RETMA said February TV set production hit 702,314 receivers, compared with 639,949 units in January and 426,933 in February, 1954. Of the February production, 101,217 sets had UHF tuning facilities.

'Marty' Opens Today

"Marty," the new Harold Hordt-Burt Lancaster motion picture production, will have its world premiere today at the Sutton Theatre here.
MAKE YOUR RESERVATIONS NOW FOR

Variety Clubs International 19th Annual Convention

MAY 4-7, 1955
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VARIETY CLUB TENT #25

SEND ALL CORRESPONDENCE TO:
REGISTRATION COMMITTEE CHAIRMAN
Variety Club, Tent #25
Ambassador Hotel
3400 Wilshire Boulevard
Los Angeles 5, California

"and a little child shall lead them..."
Waiting for Stars
Is Out, Zanuck Says
"Looking back," Darryl Zanuck said on Friday, "I think it might have been a mistake waiting for a particular star to become available, holding up the start of production, and then suit the role to the star."

Zanuck said he pointed out a 20th-Fox production head indicated there will be fewer instances, if any, of the kind under the new casting plan. He pointed to inexperience at the studio and which is described in the accompanying story in this issue.

CinemaScope
(Continued from page 1)

this stage involves only a "studio investment" in camera and film. Until they see the final results, Zanuck said, it will not be known whether an additional investment might arise. He said his company's aim is to be the improved system usable in all theatres presently equipped with CinemaScope or to be equipped.

He said he was unable to divulge details of the improvements in workable use of 35mm film in producing exciting features. They will not be ready for use in actual production before the latter part of the year because of the time required to develop a camera of the size and proportions of CinemaScope. He stated specifically, however, that he is referring largely to the recently disclosed CinemaScope procedure involving the use of 35mm film in production, subsequently reduced to 35mm.

Must Wait Final Results
"There has been a new development since," Zanuck said. "It may not even be necessary now," he added "to make a roadshow version of our pictures," meaning the CinemaScope. "That was thought likely for a time. However, we will not know until the end of the year and well into next year," he said. "We know nothing about the basis of the story ingredient rather than the stars, mentioning "The Grapes of Wrath," "Gone With the Wind," "Green Pastures," and "Pink Panther." Currently, he said, "we are looking to Warner Brothers' 'Anastasia.' It is a film based on a popular novel without a name cast, that is doing very well at the box-office."

Another factor weighing against the dependence on distribution performers as heretofore is that "recognized personalities" today are involved with their own co-production deals or acting as independent producers. This factor, plus the policy of not "waiting" will have the effect of the box-office being opening avenues for new talent. Time and again, a new personality has been "made" on the screen because the recognized star has not been available, Zanuck declared.

His studio, Zanuck added, currently has no co-production deals with recognized stars although he, personally, is in favor of participation deals.

Regarding TV production, Zanuck said plans call for a "healthy portion" of any TV series produced by 20th-Fox's TV subsidiary to be devoted to present and future theatrical film releases. He cited "Disneyland" as an example of a TV show which aids the box-office of theatres, attributing a good deal of the success of "20,000 Leagues Under the Sea" to the TV exploitation on "Disneyland.

Twentieth-Fox, Zanuck explained, "will try to cast the best popular players for TV shows, but we can get a performance from an actor or actress who is not a name." He contended that watching the trend toward TV was necessary, he pointed out, "he has come to the conclusion that good subjects can and have succeeded without the assistance of star names.

Sees Spur to New Talent
This policy of not "waiting" for the availability of star performers will open the doors to the development of new talent, he pointed out. There will be exceptions, he acknowledged, stating that 20th-Fox has delayed and will delay its production of "Titanic" until September so that Yul Brenner and Deborah Kerr can be featured in the leading roles.

In another way of explanation, he listed pictures which he personally produced in the past, which he said, were very low in public's home viewing by "making" the story interesting and "Pink Panther." Currently, he said, "we are looking to Warner Brothers' 'Anastasia.' It is a film based on a popular novel without a name cast, that is doing very well at the box-office."

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Cites 'Disneyland' Exploitation
Zanuck also referred to the contention that the production of TV shows by major film companies is against the competitive interests of film shows. Apart, a TV show's production of theatrical films. Returning to "20,000 Leagues Under the Sea," he asked, "can it be continued and is it the show's efforts to be the more "sensitive" vs. "naive" in terms of dollars and cents. "If we just don't lose too much," Zanuck said, "the company would be satisfied, banking on the returns of TV promotion at the box offices of theatres. Eventually, he stated, the studio TV program could be profitable by itself.

Hall of Fame
(Continued from page 1)

winners were unveiled in the permanent "M-G-M Hall of Fame" at the Waldorf-Astoria Hotel in New York. The Hall of Fame was instituted at the suggestion of Arthur M. Loew, president of Loew's, Inc.

Boxoffice Top Factor
Mr. Gardner was selected because of the boxoffice returns last year of his vehicles, "Knights of the Round Table" and "Mogambo," was best in Hollywood due to the fact that he led the M-G-M office in Lebanon to first place over all other M-G-M offices in the 1954 annual boxoffice quota standings. Gardner was selected "Exhibitor of the Year" for his showmanship in his theatre and the technical perfection of exhibition, he was named. A 100 per cent M-G-M exhibitor since 1930, starting in the Pan-American and Mexico City, his projection and sound equipment in his theatres, which includes Perspecta sound, is reputed to be the finest in Mexico, according to Loew's.

Ben Goetz
(Continued from page 1)

its early period with the Erithopher Laboratory in that city. When that early film processing plant was merged with Consolidated Film Laboratories, Goetz became executive vice-president of the latter before joining M-G-M.

Efforts made at the weekend to reach home office officials of Loew's for comments on the recording transfer, Ben Goetz from England to Culver City were unsuccessful.

NARTB to Feature TV Films at Meet
WASHINGTON, April 10.—Seventeen producers of films for television have taken exhibits at the 33rd annual convention of the National Association of Radio and Television Broadcasters, held here late in March.

This was reported by NARTB convention manager, C. E. Arney, Jr. There will be also extensive exhibits, including equipment manufacturers, news services, transcription companies and other groups.

Fox to Develop New Stars
(Continued from page 1)

Miss Monroe Still
On Contract: Zanuck
The contract of Marilyn Mon-}
roe came up for some discus-
sion at the press confer-
ence called by Darryl F. Zanuck, 20th-Century-Fox vice-
president, in charge of produc-
tion, here at the weekend.

Zanuck denied that Miss Monroe's lowball offer was made in proportion to 20th-Fox that she was able to produce independendly as a star-produ-
ducer under her own company name. Zanuck pointed out that she has an exclusive contract with him for the next three years, "guessing" that she may be liable for damages if she fails to make any pictures for 20th during that period. He ventured that "Bus Stop" might be a very good vehicle for her.

Zanuck Says a CinemaScope Production
Without Color Is a 'Step Backward'
"We are violently opposed to the use of CinemaScope for black-and-white pictures, and believe its use without color would be a step backward," Darryl Zanuck said at a press conference here on Friday. He referred, in reply to questions, to the recently changed plans of Warner Bros. and M-G-M to make b. & w. productions in CinemaScope.

"We believe that any picture, regardless of subject matter, is better if made in color," he said.

CinemaScope license agreements prohibit its use for black-and-white productions. The Warner and M-G-M plans were changed after they read the small type in their CinemaScope contracts.

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Round-Table First: TOA
(Continued from page 1)

Lucian, and other unnamed distributor spokesmen were scored by Martin for touting ex-
ceptions. Mr. Martin referred to Lucian's plea for exhibition-distribution balance at the 1954 TOA con-
vention.

Lucian also was criticized for stating that the TOA convention that only one point divides exhibition and distribution on arbitra-
tion. Subsequently, Martin con-
cluded, TOA learned that the situa-
tion was not as bad as it thought.

No Mention of Levy
However, industry observers noted that Martin made no mention in his statement that TOA general counsel Herman Levy was as much aware of the present situation as any distributor spokesman, because Levy has been exhibition's principal negotiator. Neither at the TOA con-
vention, nor subsequent to it, did any TOA leader challenge the public dis-
tribution statements reporting "pro-
gress" in arbitration, as it was added. The industry observers contended that, on the contrary, TOA had been responsible for the public statements reporting progress on nego-
tiations.

Titled "Call to Action," Martin's statement declared that "what is needed now, more than anything else, is im-
mediate and substantial relief from the past in arbitration and the avenues of relief from the outrageous and prohibitive rentals being demanded by distributors.

Desperate Acts
"To do any less," the statement con-
tinued, "is to drive harried and over-
burdened exhibitors into desperate acts, which they and the industry as a whole will regret in the future." The "desperate acts" refer-
ence apparently referred to Allied's proposed move to seek Federal regula-
tion of film rentals.

Continued Martin: "We can no longer hold the position that the industry is such a small and under-
represented body that it has no need for relief. It is now un-
tenable, furthermore, to ignore the crying need for relief that the industry conference be held immediately, and that of a constructive program of relief result from it. We dare not sit idly and permit the dis-

Review
"The Looters"
(Universal-International)
The reality and security and the methods by which they are attained is an age-old story which has been developed frequently into exciting and suspenseful motion pictures, such as Universal-International's "The Looters." This is a black-and-white presentation which offers impres-
sively photographed of the Pike's Peak region of Colorado and Rory Calhoun, Julie Adams and Ray Danton as the name performers. Besides the scenic effects, a number of sequences dealing with mountain-climbing are highly dramatic, and give exhibitors some exploitable material.
Calhoun, an expert mountaineer, and Danton, an unscrupulous villain in this film, go to the rescue of a crashed airliner and find at the scene of the crash two survivors. One of them is the crash 
clerk with aspirations; Miss Adams, a know-it-all model; Frank Faylen, a retired Navy Chief, and the seriously injured co-pilot of the aircraft. Also on board the downed plane is a small box stuffed with money, which is found by 

Danton teams up with Gomez to keep the money for after Calhoun to leave the entire party out of the mountains and to safety, and Danton plans to kill all and keep all, giving exhibitions some exploitable material.
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The statement decried the "precur-
rious position of exhibitors, by Levy and Lucian, and warned distribution that there are two "roads" open to the industry, one peace-loving recognizing "this is an interdependent indus-
try" and the other full of "strike, jungle warfare, and chaos." The statement concluded, by all means, but we shall have the courage to accept the latter if that is distribution's challenge," the Martin statement concluded.

100-Theatre Booking
For 'Mad' in N. E.
Filmakers will premiere Colier Young's "Mad at the World" at 100 New England theatres on the afternoon of May 5, it was announced by Harry Mandell, vice-presi-
dent in charge of sales.

"Crashout," current Filmakers release, in New England 
cued a repeat for the forthcoming feature, which co-stars Frank Love-
joy, Keefe Brassley, Cathy O'Donnell and Karen Sharpe, Mandell said.

In the THEATRE
Equipment & Refreshment World...

RC&A's theatre carpet line has been expanded from 6 to 29 different types and colors to meet the needs and budget requirements of all types and sizes of motion picture houses. M. J. Vaher, manager, RCA Theatre and Sound Products, reports the 23 new grades are in-
corporated among RC&A's six basic carpet types to provide each type with a broader range of pile heights and price differential. The line now can be in pile heights from 18-inch to 300-inch. RCA carpeting is manufactured by the Thomas L. Lenox Company, Bristol, Pa.

J. J. Connolly, Inc., New York, has announced a new and larger model of its 55-inch roller grill. The new unit has a capacity of 35 franks a day and is designed to 
grill 700 to 700,000 a day. Known as the "Roll-A-Grill, Model A26," it has 8 stainless steel rollers, with separ-
ate heating controls for each set of rollers. Each can be increased or shut off in each set of rollers as required. All rollers can be turned to "off," permitting full display of the franks at all times.

A line of non-corrodible beverage dispensers, equipped for display with both auto-
maton and illumination, has been announced by Heat Exchangers, Inc., Chicago. One, called the "Buckingham Tunic," has two bases for two different flavors, and each base has a capacity of 9 gallons. The cabinet is of stainless steel and storage space for 400 cups is pro-
vided between the two fountains.

The Spencer Turbine Company of Hartford, Conn., has announced a new commercial portable vacuum cleaner. Tabled Model P14, it was developed "to meet the demand for a Spencer vacuum in the lower price bracket." It is powered by a 7½ h.p. motor with air vented around the motor, and through it. An "explosion-proof" motor is also available. The machine can be used for both wet and dry pick-up.

Discussions aimed at increasing sales and study throughout the country will be an important feature of the 72nd convention and 29th ex-
position of the National Confection-
ery Association, set for May 4 through 9 at the Conrad Hilton Hotel in Chicago.

Peter Paul, Inc., Nantucket, Con.
mandy, a leader in the industry, has bought a 55-
acre tract of land at Frankfort, Ind. The company plans to erect a plant on the grounds which will be the dis-
tribution center for the firm in the midwest.
Man-to-man talk about "That Lady"

Soon you will share the intimate, scandalous details of history’s most notorious mistress of palaces, whose boudoir was a salon, whose secret love affairs were the target of mobs. The most provocative story in years...the picture that shocked a nation. No wonder it was acclaimed as an international best-seller and then as a tremendous Broadway success in which Katharine Cornell chose to star. Now it comes to you in all its grandeur and passion. Photographed on location amidst the breath-taking vistas of Spain in the full majesty of CinemaScope and Color by De Luxe.

"SOON IT WILL BE A PLEASURE TO DO BUSINESS WITH 'That Lady' FROM 20th!"
Easter Business
Holiday Sends
B’way Theatre
Grosses High

Music Hall ‘Slipper’ May
Set New Theatre Mark

By LESTER DINOFF

An all-time weekly grossing record
of between $202,000 and $203,000 is
expected by Radio City Music Hall this
week, as balmy spring weather and the
Easter holiday sent business soaring
in a majority of Broadway theatres
here over the weekend.

Officials of the Music Hall have set
their eyes on a new grossing record
for one week following a holiday week
of $116,000, which M-G-M’s “The
Glass Slipper” and the show case’s
famed Easter stage show pulled during
the four-day period beginning on
Thursday.

The spring weather which sent
temperatures up to the mid-70’s, plus the
over 2,000,000 estimated crowds in
mid-town New York, gave exhibition
the much-needed “shot-in-the-arm,”
according to prominent theatre offi-
cials.

The Roxy Theatre reported that
26th Century-Fox’s “A Man Called
Peter” was a popular attraction to the
(Continued on page 3)

WB and ABC
In TV Deal

Warner Bros. Pictures and the
American Broadcasting Co. announced
jointly yesterday, that their negotia-
tions for a television-motion picture
series have been concluded by a
long-term contract between the
two companies. The announce-
ment was made by Harry
M., Jack L. and
Albert Warner,
heads of the
film company;
Leonard H.
Golden son,
president of
American
Broadcasting-
Co.

(Continued on page 6)

High Court Rejects
Suit Involving
Buying Combines

From THE DAILY BHEAR
WASHINGTON, April 11.—The
Supreme Court refused to hear the
appeal of the G. and P. Amusement
Co. of Cleveland from lower court
rulings throwing out its anti-trust suit
(Continued on page 6)

Easter Business

Shor Says He’s ‘Elated’

NEW TOA ‘POLICY’
IRKS SALES HEADS

Reaction Centered on ‘Attacks’ Rather
Than On Arbitration’s Priority Move

By MURRAY HOROWITZ

The apparent growing militancy of Theatre Owners of America was
met with “dismay” in most distribution circles here yesterday as Allied
States Association spokesmen expressed cation at TOA subscribing to
Allied’s position on the need for the
convening of the proposed industry-
round-table conference.

The dismay evidenced by most distri-
bution spokesmen was on the tenor of the change-in-policy statement, is-
 sued here at the weekend over the
signature of TOA president E. D.
Martin. Distribution reaction, in the
main, was centered on the “blistering”
to Martin’s statement rather than on the merits of whether arbitration or the industry
conference should get top priority.

Allied president Raben Shor,
reached by telephone in Cincinnati,
welcomed TOA’s disassociation from
distribution’s position granting top
priority to arbitration. Shor, apprised
of the contents of TOA’s weekend
statement, said “we’re dazed, if it’s
so.” He explained that TOA’s full
statement had not reached him as yet.

At the same time, Harry
Brandt, president of Jezebels,
(Continued on page 6)

Set First Percentage Deal
For TV on Picture’s Gross

The first deal whereby a radio and television station will participate
in the gross of a picture in return for an extensive air campaign has been
congratulated between Terry Turner, representing “Gangbusters,” and Sta-

Reade to Further Alliance
With CEA on Cannes Trip

The plan calling for an exchange of industry information between
exhibitors in the United States and Great Britain will be advanced early
in May when Walter Reade, Jr., chairman of the board of the Theatre
Owners of America, will confer with of-

(Continued on page 6)

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exhibitors in the United States and Great Britain will be advanced early
in May when Walter Reade, Jr., chairman of the board of the Theatre
 Owners of America, will confer with offi-
cials of the Cinematographic Exhibitors As-
sociation on “mutual industry
problems.”

Reade, who will leave here
at the end of April to attend
the Cannes Film Festival as
a representative of TOA, de-
(Continued on page 2)

HOUSE GROUP QUESTIONS CASTLE
ON CRITICISM OF USA PROGRAM

WASHINGTON, April 11.—Members of a House Appropriations sub-
committee sharply questioned officials of the U. S. Information Agency
on the operations of the government’s overseas information program, and then
turned around and questioned even
more critically Eugene W. Castle, for
his criticism of the program.

This was revealed when the sub-
committee released copies of the hear-
ings held behind closed doors early
last month on U.S.A.’s request for
$88,500,000 for the fiscal year start-
ing July 1. This would compare with only

$77,114,000 for the current year. Funds
for the motion picture service would
be up from $3,857,000 this year to a
requested $4,484,000 for the coming
year. During the hearings, Chairman
Rooney (D., N.Y.) and other subcom-
mittee members indicated that they
(Continued on page 2)
Personal Mention

Charles Feldman, Universal Pictures’ vice-president and sales manager, has returned to New York from the coast.

Charles Simonelli, Universal Pictures advertising and exploitation manager, and Phil Geraci, Eastern publicity manager, returned from a Washington tour today from New York.


James M. Totman, assistant zone manager of Stanley Warner Theatres in New York, has returned from a trip to Daytona Beach.

Ruden Shoo, president of Allied States Association, has returned to Cincinnati from Arizona.

Charles Sugarman, owner-manager of the World Theatre, Columbus, Ohio, is in New York from there.


Phil Grunwitz, New Haven branch manager for M.G.M, is marking his 25th year with the company.

Gary Cooper and Mrs. Cooper will arrive in New York from Hollywood today en route to Europe.

Gottfried Reinhardt, producer, and Mrs. Reinhardt have left New York for Europe.


Conn. Censor Bill Hearing Tomorrow

Special to THE DAILY

HARTFORD, April 11.—A public hearing will be held by the State Legislature’s Judicial Committee on Senate Bill 688 on Wednesday at the State Capitol here with a sizable film industry delegation expected.

The proposed bill would set up a state board, of five members appointed for four years, who would advise state and local police when any emergency arises.

Projectionist Dies

BRIDGEPORT, Conn., April 11.—Edward F. Lavery, veteran Loew’s Poli Theatre projectionist, died suddenly after collapsing on the job. Lavery’s condition was considered inclement, immoral or likely to impair public morals.

Reade

(Continued from page 1)

at the world-famous vacation resort.

Reade’s meetings with British exhibitors may institute the framework for the plan to set up an international exhibition union, a plan long advocated by Alfred Starr, TOA’s chairman of the committee. Up till now, TOA and CEPA have been maintaining a quasi-union and have exchanged sporadic letters to discuss the problems and techniques.

Hed in the picture’s Montreux

A definite move in establishing an international theatremen’s group was shown during the recent trips of John R. Burnup, the principal speaker at the annual convention of the Theatre Owners Association of Quebec in Montreal last month, with the plan to establish a co-operative trade union.

Starr reported here in January thatBurnup had been in correspondence with Lord George Curzon, former director of the J. Arthur Rank Organization, on the proposed world-wide exhibitors organization.

Meanwhile, it has been learned that TOA’s general counsel, Howard Lewis, expects to work out a plan with Curzon and while there, it is understood, plans to contact various exhibitor European organizations, acting as liaison for Theatre Owners of America on the project.

Suggestion Made Last October

Starr, following a two-month European jaunt last summer, recommended to the TOA convention last October that a world-wide framework be formed by which mutual industry problems and needs could be discussed. Mindful of the need for international alliance is, he called for further exploration of the proposal at that time.

Strand, Resrnan File Suit Against U.A.

HOLLYWOOD, April 11.—Strand Productions, Inc., representing James Nasser have filed a Federal anti-trust suit against United Artists, with a demand for a preliminary injunction for $650,000 on grounds that the defendants conspired to withhold five feature pictures from television, although they had completed theatrical distribution. The suit is an elaborated response to a suit filed by UA on Nov. 24, 1948, which proved too late.

The preliminary injunction charging infringement of copyright and restraint of trade in connection with the same five pictures.

Ableson Services Today

HOLLYWOOD, April 11.—Services for Robert Ableson, 50, Los Angeles Paramount branch manager for the past seven years, will be held tomorrow at Pierce Brothers Mortuary. The deceased was with the studio for 25 years, serving for long periods with other companies. His widow and son survive.

Castle

(Continued from page 1)

had read Castle’s book attacking the information program, and demanded that U.S.A. chief Streibert and his aides answer questions on many of Castle’s charges. They criticized the agency’s plans for buying new projec-
tion equipment for making other films, and for making what they claimed were unsubstantiated claims as to the size of U.S.A. film audiences.

Some Soviet Films Shown

But then they were given a special showing of some of the Soviet propaganda films and some of the latest U.S.A. films. Apparently this show-
ed U.S.A. films to the I.C.T.U. and his colleagues the need for a better show-
ning of Soviet films with U.S. propaganda films.

Anyhow, when Castle appeared later in the hearings to renew his attack on the agency as wasteful and unnecessary, he ran into a hornet’s nest of criticism from the members.

Rooney declared he felt that Castle had made a lot of statements in his book, “which I do not think will stand the light of day,” and later during questionings of Castle accused him of presenting committee questions as to the function of the I.C.T.U. about the film program. Rep. Preston (D., Ga.), at one point where Castle was complaining he asked, “what was to be received for his attitude, said: "I suggest you blow your top some where else."

Says Castle Saw Only One Film

Rooney brought forth the fact that Castle had only seen one of the I.C.T.U. film information films shown the subcommittee. Castle insisted that it didn’t matter, any of these were silly. He had in his mind his point was that no one was looking at U.S.A. films overseas. He said Europeans are sick and tired of propaganda, and that the U.S. should send Hollywood sell America to the rest of the world. The film program should be completely reevaluated.

“I don’t agree with you at all,” Rooney replied.
Holiday Takes Reported High

(Continued from page 1)

public with the CinemaScope attraction grossing about $36,000 during Friday, Saturday and Sunday. The Miracle of Eden to trend in the top house anticipate a week’s gross of $25,000.

Still going strong were M-G-M’s "The Glass Slipper" opening in $28,000 on Saturday and Sunday during its fourth week at the Loew’s State, which grossed $25,000 for five days at the Paramount Theatre in its 10th week, and "The Glass Slipper" holding up strongly in the Art Cinema.

The most interesting note is "The Glass Slipper" heading for only a mild $8,000 at the Penn despite glowing reviews and the only picture to rate one week over. "Run for Cover" opening Friday.

Weekend Business in Baltimore As Good or Better than 1954

BALTIMORE, April 11.—In most instances this year’s Easter weekend business was better than in 1954, and where it wasn’t better, at least it was as good. The New Theatre did $2,000 better than $1,500 in 1954 which was a "Fresh Faces". This year a "Man Called Peter" scored $4,200. The "Man Called Peter" gross this week was $6,500 and "East of Eden" was opened on March 31, the day after Easter, last year when "Lucky Me" was showing.

Although the town has "Long Gray Line" in its sixth week, business was every bit as good as "Prince Valiant" which was new during the Easter Weekend of 1954. The same prevails at the Hippodrome, where the fifth week of "The Country Girl" is as "Prince Charming" was at this time last year.

The only drop, and that is slight, was at the Century where "Throw for the Show" is slightly under "Rhapsody" for Easter 1954.

Week end weather here was ideal.

Chilly Weather Boosts Boston Theatre Grosses

BOSTON, April 11.—A chilly Saturday, but a warm Sunday helped to push theatre business in this way area beyond last year’s Easter figures with "The West Side Story" setting the pace, chalking up a new house record at the Kenmore by grossing $3,500 in two days.

The Metropolitan Theatre reported that "East of Eden", which opened Saturday, did more business in two days last year than the entire first week of 1953, crossing the $1,250 mark.

A Man Called Peter

Strong in Oklahoma

OKLAHOMA CITY, April 11.—Easter rains seemed to help, more than hurt, theatre business. All houses did slightly better in An eighth week competition along with the special holiday entertainment front. Cooper Foundations Criticism did good business with "Man Called Peter." A company official predicted that the holiday weekend would be considerably ahead of last year in the Criterion.

Peter’s Swells Palace

As Balmy Weather Boosts

BURLINGTON, April 11.—Despite the wintry weather which has been a feature so far, the Theatre is experiencing a marked upsurge in business.

Premieres of ‘Lady’ Start in Texas Today

AUSTIN, Tex., April 11.—The gala five-city premiere of Warner Brothers’ "Man Called Peter" featuring Greer Garson and Dana Andrews, will start at the Paramount Theatre here. The event is expected to attract about 5,000 spectators. Celebrations will also attend picture’s openings in San Antonio on Thursday; Houston Thursday, Dallas Friday and Fort Worth Saturday.

‘Generally Excellent’ Grosses for Weekend Reported in Chicago

From THE DAILY Bureau

CHICAGO, April 11.—Easter weekend business in this area was generally excellent, but in most instances did not equal those of Harris and Burnam, exhibitors expressed appreciation on Good Friday, particularly where new establishments were opened. The warm and sunny Saturday and Sunday brought people out in swarms and boxoffices profited accordingly. Although either the Balaban & Katz properties were not available, but business was reported to be in good balance and slightly above the same period last year. "Cutaneous at the Chicago and "East of Eden" at the State Lake were weekend openers, but "The Country Girl" in its eighth week at the United Artists, a consistent record breaker here, was still at bloom, which opened with "Gangbusters" and "Battle Taxi" did a landslide business with three other films, "Spartacus," "Creature" and "Cult of the Cobra," two new entries at the Gaiety, held for an old and young alike.

"Peter" Is Outstanding

At the Ziegfeld, where "Holiday for Henrietta" started its fifth week, Saturday and Sunday grosses totaled $3,800, an increase of $750, which was close to the boxoffice’s best in its last week. At the World Playhouse "Illustrious Romans," an adult in its fifth week grossed $2,100 for the weekend which surpassed business for a year ago by 15 cent. The Oriental, with "A Man Called Peter" did the best business of the weekend. It didn’t seem to have the popularity for teenagers which "Peter" did in taking the Easter season last year, but even without a compilation of figures the management reported the film as surpassing any other ever presented at the Oriental.

"Glass Slipper" at the Loop was a test by the weekly policy of the smashingly business here a year ago, Grosses totaling slightly in excess of $7,800. On Friday after the opening the "Pan所以他" takes.

50% Above Last Year

The first week figures at the Mc-Van Theatre, which is showing "Barabbas," featured with "The Big Tip-Off," are better than $30,000. Here business is 50 per cent ahead of last year, at which time "The King and "Napoleon" was the feature presentation. "Underwater" in its third week at the Woods did its greatest business over the weekend.

It was the drive-ins which rated the benefits of superior business, however. Highways in the entire area were unusually crowded, and all outdoor theatres reported the greatest business in their history. Neighborhood houses grossed business equaled that of a year ago.

Atchinson, Del., April 11.—With 75 degree weather as the major attraction, Atchinson Theatres reported an Easter Sunday attendance below last year’s figures, however, with "A Man Called Peter" played to capacity houses, for a better Easter than the last year.

WILMINGTON, Del., April 11.—With the Golden Slipper, reported attendance 15 per cent under last year, while Warner houses claimed attendance equalled the previous year.

Pit Rembusch with Zenith’s Wright on

Toll-TV Radio Show

Another step in informing the public about subscription television will take place Sunday when Trueman Rembusch, co-chairman of the Committee on Television, will discuss the topic with Joseph S. Lambert, vice-president and general manager of the Mutual Broadcasting System’s "Reviewing Stand," over radio station WJZ in Chicago at 2:30 p.m. (CST).

Rembusch will engage in debate with Wright, whose company is the sponsor of this program. The Wolters, radio-television editor of the Chicago "Tribune" and James H. Burnay, dean of the Speech for Northwestern University joining in.

Favored by Gilbert Miller

Meanwhile, Gilbert Miller, theatre owner of the current stage play, "Witness for the Prosecution," has assured the FCC that subscription television is "a promising approach" to a nationwide re- surgence of the legitimate theatre and that he will join in any practical effort to promote the development of toll-TV to the test of actual usage.

Also, the Chicago advertising agency of MacFarland, Ayerward & Co., has gone on record in favor of toll-TV, advocating that the FCC grant immediate sanction of subscrip- tional television to "a workable and 're- storable'," and "will be a boon to TV advertising."

Eastern Division, the Loew’s Columbia did "quite good" with "Companions of Space" and the Capitol was "nothing outstanding" with $6,500 for the three days for "Hit the Deck," in its second week.

Pat Notara, vice-president for Koh Theatres said, "We hope to attract to the theatre, but fell off on Sunday due to the weather. It was still "way ahead" of Easter, he said.

Weather Boosts Hartford Outdoor Business

HARTFORD, April 11.—Balmy Spring weather and blue skies are a bonus for outdoor amusements, including drive-in theatres, in Southern New England over the Easter weekend, with first-run attractions in key cities suffering.

Too good was the comment of a top circuit executive in reference to weekend weather. Neighborhood and suburban four-wall situations did business comparable to downtown houses.

The example of top business was Warner Brothers’ "Battle Cry" which did turnover grosses at the E. M. Loew’s Hartford Drive-In on Saturday night.

Wilmingston Easter Attendance Slipped

WILMINGTON, Del., April 11.—With 75 degree weather as the major attraction, Wilmington Theatres reported an Easter Sunday attendance below last year’s figures, however, with "A Man Called Peter" played to capacity houses, for a better Easter than the last year.

Loew’s with "The Golden Slipper," reported attendance 15 per cent under last year, while Warner houses claimed attendance equalled the previous year.
Sensational Story...Ads...

Sensational Business For

Cambridge-Central Square
Brockton-Centre
Parkersburg-Hiehle
Brooklyn-Fox
Braddock-McKean
Richmond-National
Portland-Empire
Jamestown-Shea
Columbus-Ohio
Racine-Venetian
Waukesha-Pix
Harrisburg-State
Harrisburg-Colonial
Trenton-Capitol
Albany-Grand
Lyons-Capitol
Lima-Quilna
Milwaukee-Alhambra
Vancouver-Broadway
Roxbury-Rivoli
Lawrence-Broadway
Lawrence-Square
Brocklin-College
Peoria-Alto
Danville-Times
Decatur-Avon
Rochester-Rochester
Joliet-Rialto
Middletown-Paramount
Charleston-Rialto
Warren-Harris
Alamoso-Strand
Minneapolis-Kino
St. Joseph-Electric
Madison-Strand
St. Paul-Plainview
St. Cloud-Handicap
Belgrade-Capitol
Waucoma-Penn
Belden-Heilig
Twin Falls-Roxy
Reno-Granada
Fall River-Empire
Salem-Salem
Marion-Ohio
Muskegon-State
Galveston-Martini
Louisville-State
Bismarck-Dakota
Norwich-Palace
Waterbury-State

Billings-Babcock
San Pedro-Warner
Asbury Park-St. James
Camden-Midway
Hazleton-Grand
Sharon-Nu Luna
Baltimore-New
Amsterdam-Mohawk
Watertown-Town
Dunkirk-Capitol
Cheyenne-Paramount
Troy-Proctor
Lowell-Keith
Riverside-De Luxe
Long Branch-State
Caldwell-Washington
Ely-State
San Antonio-Capitol
Glens Falls-Rialto
Oneonta-Palace
Providence-State
Syracuse-State
Salt Lake City-Utah
Okaloosa City-State
Indianapolis-Loef
Kansas City-Titan
New Haven-Palace
St. Louis-Orpheum
Minneapolis-Strand
Joliet-Keith
Davenport-Orpheum
Norristown-Grand
Salem-Eisnoire
Glens Falls-Paramount
Chattanooga-State
Birmingham-Capitol
Bloomfield-Color
Lexington-Ben Ali
Huntington-Palace
Toledo-Pantheon
Clinton-Rialto
Ft. Dodge-Strand
Burlington-Palace
E. Lansing-Lucan
Grand Rapids-Regent
Fall River-Empire
Greenville-Center
Dallas-Rialto

Mankato-Town
Rochester-Lawler
Newark-Branford
Chester-State
Pottsville-Hollywood
Washington-Columbia
Fitchburg-Saxon
Seattle-County
Cincinnati-Velt
Albany-Globe
Passion-Filgrim
New York-Palace
Philadelphia-Stanton
Portland-Orpheum
Minneapolis-Pan
Buffalo-Lafayette
Denver-Denver
South Norwalk-Empress
Norwich-Live-In
Tampa-Tampa
Akron-New
Kansas-City-Midland
Alton-Auguston
Pittsburgh-Grand
Cleveland-Paramount
Plainfield-Paramount
Pasadena-Academy
Las Vegas-Fremont
Waterbury-State
North-Chicago
New Brunswick-Rivoli
Jersey City-State
Bethlehem-Globe
Harrisburg-State
Altoona-Olympic
Danville-Rialto
New Orleans-Panorama
Gary-Palace
Meriden-Palace
Peekskill-Paramount
Manchester-State
Wenatchee-Vitaphone
Bay City-Empire
Steubenville-Grand
Houston-Kirby
Fort Worth-Palace
Baton Rouge-Gordon
Malden-Auditorium
Pocatello-Orpheum
Hastings-Strand
CAMPAIGNS... ALL ADD UP TO COLUMBIA'S "WOMEN'S PRISON!"

WORCESTER—PLYMOUTH
JOHNSTOWN—EMBASSY
GREAT FALLS—LIBERTY
OAKLAND—T&D
BREMERTON—ROXY
NIAGARA FALLS—STRAND
WATERLOO—ORPHEUM
DUBUQUE—ORPHEUM
SPRINGFIELD—SENATE
NO. ADAMS—MOHAWK
ELGIN—RIALTO
ROCKFORD—TIMES
EVANSVILLE—CARLTON
SHEBOYGAN—REX
ST. PAUL—TOWER
LINCOLN—STATE
NEWARK—NEW ARCADE
GRAND JUNCTION—MESA
GLENDALE—CAPITOL
SIoux FALLS—EGYPTIAN
NEW BRITAIN—PALACE
LAWTON—RITZ
SIoux CITY—ORPHEUM
ALLENTOWN—RIALTO
YORK—CAPITOL
LANCASTER—GRAND
WILMINGTON—ARCADI
SHENANDOAH—CAPITOL
QUINCY—STRAND
BROOKLINE—COOLIDGE
RICHMOND—TIVOLI
RICHMOND—STATE
HOT SPRINGS—MAL
READING—EMBASSY
PITTSFIELD—UNION
HUDSON—COMMUNITY
NEW BEDFORD—EP
BAKERSFIELD—CAB
ABERDEEN—ORPHEUM
BELVEDERE GARDEN
NEW YORK—LOI
INDIANAPOLIS—AL
DETROIT—BROADWAY
GLOVERSVILLE—RIVERSIDE
SAN FRANCISCO—M
LOS ANGELES—HILL ST.
CINCINNATI—TWIN DRIVE IN
WASHINGTON, D. C.—COLUMBIA
SPRINGFIELD, OHIO—MAJESTIC
SACRAMENTO—ESQUIRE, TOWER, DEL PASO
BRIDGEPORT—HIWAY & BEVERLY

MARSHALLTOWN—ORPHEUM
MESA—OLYMPIC

WOMEN'S PRISON!

SENSATIONAL SCANDAL ROCKS WOMEN'S PRISON!

"With money you can buy anything—but too high!"

"Even behind bars, a girl can have a life!"

"Don't let me go to a prison, we have a death!"

MARSHALLTOWN—ORPHEUM
MESA—OLYMPIC

IDA
CLEO
APOYLLIS
AND HOWARD DUFF

GALESBURG—ESQUIRE
PORTSMOUTH—COLUMBIA
WICHITA—WICHITA

MARSHALLTOWN—ORPHEUM
MESA—OLYMPIC

BUTTE—RIALTO
KINGSTON—KINGSTON
WILLIAMSPORT—CAPITOL
HORNELL—MAJESTIC
CHARLESTON—GARDEN

ORPHEUM
PARAMOUNT

RIALTO
PALACE

COLOMBIA

BREMERTON—ROXY
NIAGARA FALLS—STRAND
WATERLOO—ORPHEUM
DUBUQUE—ORPHEUM

SPRINGFIELD—SENATE
NO. ADAMS—MOHAWK
ELGIN—RIALTO
ROCKFORD—TIMES
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SHEBOYGAN—REX
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SACRAMENTO—ESQUIRE, TOWER, DEL PASO
BRIDGEPORT—HIWAY & BEVERLY
**TOA Policy**

(Continued from page 1)

dent Theatre Owners Association, joined the TOA position. Says James G. Quinn, president, is not pinky in seeking governmental regulation for the industry. I am with TOA on the need for an immediate switch, we should discuss problems like sensible men. Some method of consolidating the leading companies, should come forth from a roundtable discussion. TOA and MMPTA (Motion Picture Theatre Owners Association, New York), a number of years ago came up with a plan to institute an arbitration system in New York. That is the way an arbitration system could come about "on a piecemeal basis."

Meanwhile, there was no indication here of any immediate change in distribution's point of view that agreement should first be reached on an arbitration system before the industry conference is called.

Mr. Lichtman, 20th Century-Fox distribution director, who proposed the round-table conference, was not expected to return here until another two weeks from Palm Springs, Calif., where he is recuperating from an illness.

No Date for Next Meeting

It also was pointed out by a spokesman for the sales committee of the Motion Picture Association of America, the committee which could signal a switch in distribution's position, that the group has no date set as yet for its next meeting. The spokesman pointed out that in addition to absence from the city, Abe Montague, Columbia vice-president and general sales manager, is away in Europe with Benjamine Kalansinn, Warner Brothers vice-president and distribution director, also is not in the city.

A possible switch in distribution policy, however, could stem from one or more film company presidents, the spokesman said.

Allied president Shorr, after hearing the highlights of TOA's statement, said it is a "salvation" for exhibitors who view the idea of a switch as "nonsensical."

"We're in trouble," he declared, adding that TOA has "finally seen the light of day." He blamed the situation on "eight or ten people" in distribution.

**Did Not Meet with Martin**

Shorr, asked when a joint commit-tee of TOA and Allied would meet to work on mutual problems, replied that he could not say, with things in the industry moving so rapidly. He denied a report that he had met with Martin in Atlanta, prior to the meeting last week of TOA leaders. In the discussion, distribution spokesmen, who declined the use of their names, voiced misgivings about TOA and Allied would come to an agreement. One observer said that the companies, a sensible group of people. Another distribution executive felt that TOA's attack was a means of pressuring distribution to call the round-table conference.

**Republic**

(Continued from page 1)

however, termed as "grossly misstated" the reported production policy of the company. When asked what Yates referred to, replied that the Republic president felt that insufficient stress was placed on the company's "operating" or 60% per cent, schedule, which will remain unchanged. He acknowledged, however, that Yates and the company may make a decision on whether to remain in the theatrical film market in the next few months. Based on reports of Republic's current and upcoming releases.

"Unauthorized," Says Yates

Stated Yates: "Republic's production policy has been grossly misrepresented and was not authorized by me or Republic's board of directors.

"Our production policy remains unchanged—in fact, we plan a major move to deliver and deliver to exhibitors during the first six months of 1955, 14 deluxe pictures and 6 special pictures, a total of 20 for the closed situation which exceeds the entire number of pictures we produced during 1934, and our branch managers have been informed."

On March 22 in Chicago. Our studio in Hollywood, California, has already started planning production for the second six months of 1955."

The Republic Stockholders Protective Committee met here yesterday and named Vice Admiral Gerald Bogan as chairman and added the following to the committee: Gilbert Miller, Harold Well and Bernard Smith.

**Percentage Deal**

(Continued from page 1)

and on a sliding scale arrangement.

The distributor, Favorite Films of Florida, Inc., has agreed to receive a minimum of 25 per cent of the gross box-office receipts and the stations will receive a minimum of 25 per cent of the distributor's share or 60% per cent. The stations, Turner explained, will participate in any increase in the box-office and in the same related per cent rate as the distributor. Thus, if business should result in a 50 per cent change of the gross by the distributor, the stations would take a correspond ing percentage.

"Teaser" Drive Is Planned

The stations have agreed to start a teaser campaign several weeks in advance of the opening and gradually increase the tempo to coincide with the play date on May 18. It is understood that the exhibition will be communicated to the national newspaper advertising on billing in a special manner. The stations, Turner explained, will participate in any increase in the box-office and in the same related percentage as the distributor.

Other stations which operated under the same conditions and were involved in the situation are those of the Regent, as against the Moreland. It said this finally forced the Moreland to close in 1950. G. and P. asked the Supreme Court to rule that a theatre buying cooperative which combines theatres in both open and closed situations violates the anti-trust laws.

**Rejection by Cincinnati Court**

The Cleveland District Court and the Sixth Circuit Court of Appeals at Cincinnati threw out the suit, finding that the cooperative had not in fact exercised or attempted to exercise any monopoly power possibly arising out of the sort of situation. The court ruled in order to get films for the Regent. It was this decision which the Supreme Court today refused to review.

G. and P. argued that the power used by the cooperative was exactly the same as that of the high court had declared illegal in the Paramount, Crescnet, Schine, Griffin and other major anti-trust cases.
DISCOVER A NEW HIGH IN AIR TRAVEL...

TWA's great new
SUPER-G CONSTELLATIONS
NON-STOP TO LOS ANGELES
LARGEST, MOST LUXURIOUS AIRLINERS IN THE SKIES TODAY!

> Created by Lockheed especially for TWA!
> Powered by Curtiss-Wright's newest Turbo-compound engines!
> Interior by Henry Dreyfuss, world-famous designer!

First to fly NON-STOP coast to coast, TWA now sets new standards of speed and luxury in transcontinental air travel with the great, incomparable Super-G Constellation. Never before have so many new features been introduced in one giant airliner. Not just one, but four cabins...three beautifully appointed lavatories, rich wood-paneled interiors, adjustable reading lights, handy baggage racks, the widest and roomiest lounge chairs in transcontinental service, glare-free picture windows — much, much more.

Plan to enjoy it all at no extra fare on your next trip between New York and California. Make your reservations today.

Departures daily at 1 P.M. from New York International Airport
Other convenient non-stop and one-stop Super Constellation flights daily to Los Angeles and San Francisco

For immediate reservations see your travel agent or call TWA:
Lexington 2-7100
Or visit one of TWA's conveniently located ticket offices:
East Side Airlines Terminal Building, 1st Ave. and 38th St.
630 East 42nd St. • Sheraton-Astor Hotel Lobby 380 Madison Ave., 15th Floor
634 and 636 Fifth Ave. • Hotel St. Regis • 67 Broadway
Brooklyn: 200 Livingston St.
Newark, New Jersey: 13 Commerce St., Mitchell 3-7650
White Plains-35 Mamaroneck Ave.—White Plains 8-7282

Fly the finest...Fly TWA

Meet fellow passengers in the "Starlight Lounge." Relax in deep-cushioned sofas and order a drink. Choose champagne, bourbon, scotch, cocktails — with TWA's compliments, naturally.

Sleep away the miles in a berth that's even roomier than rail berths! In the morning, awaken to breakfast in bed. It's the only air sleeper service between New York and California.

Finest food in flight! Mealtime means a de luxe dinner. And any time, enjoy your favorite drink, delicious snacks or tempting canapes from TWA's galley — all at no extra cost.
Impact of a good report card

Like the youngster above, LIFE is quite happy about the figures on its own report card for the first quarter of 1955:

**LIFE circulation.** For the first three months of 1955, LIFE circulation averaged 5,645,000—a new circulation high for any quarter in LIFE's history.

**LIFE advertising.** For the same period, LIFE's advertising revenue reached an all-time high of $25,540,000,* which is over $8,000,000 ahead of LIFE's record-breaking first quarter last year.

*LIFE* circulation and gross advertising revenue estimated by the Publisher.

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**Fulfilling a promise for '55**

At the beginning of the year, LIFE announced an ambitious program to give readers more for their money than ever.

We promised—over and above LIFE's exciting week-by-week news coverage—more extra "surprises," more "bonus" features, and at least 50% more color.

In fulfillment, witness just some of the remarkable "extras" that have already appeared in LIFE this year: The startling biography of Garbo; three installments of the monumental and colorful series on *The World's Great Religions*; C. S. Forester's great adventure novel, *The Good Shepherd*.

Because of this dynamic editorial program, LIFE is even more rewarding to its 26,450,000 weekly readers... and to LIFE's motion picture advertisers, too.
Johnston Sees Good Year

MPAA Annual Report Cites Production Code’s 25 Years

The Production Code has "served both society and our industry faithfully and well" for the last quarter of a century, Eric Johnston, president of the Motion Picture Association of America, states in his report prepared for the annual meeting here today of the Association’s board of directors. The industry’s Production Code is 25 years old this year.

(On April 4, directors of the Association of Motion Picture Producers in Hollywood, gave the 25th anniversary tribute to the Code and to Martin Quigley, who conceived and wrote the document which is the Code, to Will H. Hays, who helped obtain industry acceptance for it; to Father Daniel Lord, who gave preliminary aid and advice, and to Joseph L. Breen and Geoffrey Shurlock, for their administration of the Code, and to industry leaders whose efforts made it effective.)

Johnston’s annual report, to be submitted at the meeting today, terms the Code a "creed of responsibility for those engaged in entertaining our most powerful and dramatic medium."

Johnston, in his annual report, said that the Production Code is "striking evidence" of the industry’s responsibility to the public. "It is not smart," he said, "to panderm to low taste, for though..." (Continued on page 4)

By J. A. OTTEN

WASHINGTON, April 12—The National Association of Radio and Television Broadcasters today decided to wage an all-out fight before the Federal Communications Commission against pending toll television proposals. The NARTB’s decision, made at a session, eliminates sales tax exci-
tion’s television board, gives the no-

Easter Takes Exceed 1954

Exhibitors in all parts of the United States were generally satisfied with the Easter weekend busines with a number of theaters in certain key situations enjoying better grosses this year than in 1954, mainly attributed by theatermen to the ideal holiday... (Continued on page 6)

Film Rentals Tax

Face Md. Theaters

BALTIMORE, April 12—A bill which slipped through the recent session of the Maryland legislature and has since been signed by Gov. Theodore McKeldin, eliminates sales tax ex-
ceptions from items which are leased and from items not available in Maryland. Upon learn-
ing of this bill, exhibitors defined it as placing a two per cent tax upon motion picture film rentals. The Allied Motion Picture Theatre Owners of Maryland is to meet imme-
diately with Maryland state authorities to obtain a ruling on this amended tax bill.
Personal Mention

WALTER SELTZER, Hecht-Lancaster vice-president and general manager of the National Advertising-Promotion Theatre, and BERNARD LEVY, his assistant, are in Philadelphia from New York.

MARGARET ETTINGER, of the Mar- gerett Co., is scheduled to arrive here from the Coast at the weekend via TW.

HAROLD HECHT AND BENNIE SMITH, of the Hecht-Smith Organization, will leave New York for London today via B.O.A.C. Monarch.

SAM ISRAEL, Universal-International studio publicity director, will return to the Coast today from New York.

RAY HEIDORN, Warner Brothers music chief, has returned to the studio from New York.

HARRY STEVENS, of “Collier’s” has returned to New York from the Coast.

Name Key Figures For UJA Drive

Adolph Schimmel, vice-president and general counsel of Universal Pictures, yesterday named the members of the industry who will serve on the steering committee of the motion picture and amusement division of the United Jewish Appeal of Greater New York. The division will be headed by Robert S. Benjamin, United Artists; Harry Brandt, Brandt Theatres; Simon H. Fabian and Samuel Rosen, Stanley Warner Corp.; Spross P. Skonras, 20th Century-Fox, and Jack Coln, Columbia Pictures, are the men who will have active roles in coordinating all phases of the industry for the 1955 UJA drive.

Schimmel pointed out the fact that the seven men named, all of whom are key industry figures with busy schedules, have promised their unwavering support to the vital campaign. He stated that such a steering committee could not produce anything short of record results and that the 1955 UJA campaign would be an “outstanding” success.

Three Others Will Serve

Other industry leaders in key positions were announced in various segments of the division:

Solly Pernick, business agent of the Theatrical Protective Union No. 1, A. F. of L., has agreed to serve as chairman of the division’s legitimate theatre group. The purchasing agents committee will be chaired by Charles B. Moss, Moss Corp., and Abe Dickstein, of 20th Century Film Corp., will head the exchange committee.

Commerce Dept. Reports

Exports of U.S. Equipment And Films Up 33% in 1954

WASHINGTON, April 12.—Exports of motion picture films and equipment in 1954 were an impressive 33 per cent above 1953 exports, according to Commerce Department figures.

Exports of motion picture films, valued at $39,082,772, compared with 1953 shipments of $29,347,423. Sharpest gains were recorded in shipments of raw materials, including all positive feature films. Decreases turned up in several categories including mm. positive, and 16 mm. m. and 16 mm. cameras and some types of projectors and other equipment.

Full Page Ads Tell OfVV at Paramount

The attention of newspaper readers throughout the New York metropolitan area and the various other areas reached by the seven daily papers this week is being directed by full-page advertisements to the “spectacular new presentation” of Vista Vision at the start of the world premiere heroine next week of Paramount’s “Strategic Air Command.”

First of the spreads about VistaVision which will be ushered in by the New York Paramount Theatre, appeared in the New York Times and the “World Telegram & Sun.” Purchased by Paramount Pictures to focus public attention on “a history making event,” the ad includes diagrammatical descriptions of “two of the major factors which make possible this presentation”: (1) the large new curvilinear screen now being installed at the Paramount Theatre, and (2) the new specially designed VistaVision horizontal projectors which allow projection over a far greater screen area than ever before possible, the ad says.

No Decca-‘U’ Merger Plan

By LESTER DINOFF

No feasible plan for a merger of Decca Records and its subsidiary company, Universal Pictures, has been produced, according to Milton K. Rackmil, president of both organizations, who told stockholders here yesterday that Decca’s record profits for the first quarter of 1955 would “increase some 13 to 14 per cent over last year.”

Commenting on the over-all Decca earnings for the first three months of this year, Rackmil reported to the stockholders that “earnings would be better than ever.”

The merger of Decca and Universal has been cropping up at stockholder meetings for many years. Stockholder John J. Gillett again raised the question yesterday and Rackmil, in reply, declared that the situation at present is “status quo.” If a plan comes up that makes a Decca-Universal merger worthwhile, the plan will be immediately submitted for stockholder consideration, Rackmil said.

‘Cold’ on the Merger

Gilbert asked if Rackmil was “hot” on the merger situation. The head of Decca replied that he was “cold.” Gil- bert, who is a boardholder proposed that the Decca directors take appropriate action to submit an amendment to the certificate of incorporation providing for cumulative voting. After a count of ballots at the meeting, Gilbert’s proposal was voted down.

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Officer Relected

Following the stockholders meeting the Decca board of directors met and elected officers. Relected were Rackmil, chairman, president; Joseph B.蚤, executive vice-president; Louis A. Buchner, vice-president and treasurer; Samuel Yamin, secretary; Isabelle Marks, as comptroller, and Irving E. Weiner, assistant treasurer.

Stiegel to Address Cinema Lodge

William I. Stiegel, assistant district attorney of Kings County and past president of the Metropolitan Council of the Jewish Theatres, who is a speaker and the installing officer at the Cinema Lodge of B’nai B’rith luncheon to be held at the Fiala Hotel here Tuesday, Max E. Youngstein, vice-president of United Artists, will be installed as president of the lodge at the luncheon which will also honor Burton E. Robbins, retiring president.
M-G-M's NEXT BIG MOVIE THRILL TO FOLLOW "BLACKBOARD JUNGLE"

THE CAST:

ANNE BAXTER
Exotic in those gorgeous gowns!

STEVE FORREST
Watch this good-looking new star!

With

SIMONE RENANT
MAURICE TEYNAC

 And

VICTOR FRANCEN
Story and Screen Play by
JO EISINGER
Photographed in
EASTMAN COLOR
Directed by
MITCHELL LEISEN
Produced by
HENRY BERMAN

(The available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

THE THEME: An innocent visitor to Paris falls in love with a woman of the world who turns out to be a killer!

THE LOCATION: "BEDEVILLED" is the first motion picture to be photographed in Paris in CINEMASCOPE and COLOR.
**MPAA**

*(Continued from page 1)*

cheap standards would draw audiences for a while, in the long run movies will fall into general disfavor and freedom of the screen would vanish and so would audiences.

"Today, the Code and the system itizes and its brances serve as a guide and a reminder to filmmakers that it is expected to make a major contribution to the cause of freedom, dignity and understanding," the report stated.

Emphasizing that the Code "has been an important factor in the development of political censorship," Johnston stated:

"There is no more justification for the governments of free men to bridge the screen than there is to cull the press. The excuse that motion pictures make a more dramatic impact on people and must therefore be policed by bureaucrats is only further refuted by the dramatic, sweeping nature of a medium of communication, of information and of entertainment.

'Adequate Laws' Cited

"There are adequate and democratic laws to protect the public from unwelcome importations, the PCA's history, the code society from unwelcome books. Prior restraint on movies is neither needed nor welcome. It can only do a disservice to integrity and understanding.

"It is with complete confidence," the Johnston report said, "that we can expect even greater respect and honor to be rendered to the Code in the future. The industry goes forward as new accomplishments as a force for good in society." Johnston said among the factors contributing to this brighter outlook were these:

- Significant gains in technological developments and their wider acceptance.
- Increased output of high quality pictures.
- Record earnings for American pictures in overseas markets last year.
- The all-American commencement of the Code.

"I believe the industry will continue to turn out the finest kind of entertainment—and the public will continue to see the results by increasing the totals at the world boxoffice."

**1954 An Active Year for MPAA Departments**

The Motion Picture Association annual report for 1954 revealed a busy year for all departments and services of the organization. Highlights of the undertakings for the year follow:

**Production Code Administration**

Issued codes to 363 domestically-made features and 71 foreign productions; highest number of imports to receive new classification in 46 years.

**Advertising Code Administration**

Passed on 12,929 pieces of advertising and publicity, to bring its 21-year total to almost 290,000. Unacceptable material amounted to 2.14%, or about average. The report notes that "considerably less than one per cent were rejected completely and that most of this material was corrected, re-submitted and approved.

**Title Registration Bureau**

Titles submitted in 1954 totaled 4,475, compared with 4,101 in 1953. The service enrolled 36 new subscribers last year. Less than one per cent of the titles were judged unacceptable by the Bureau. A total of 153 of the titles submitted were returned unregistered last year because of identity conflicts with previously registered titles. Settlements of title disputes were negotiated by the Bureau, the majority of cases. Six disputes had to be referred to arbitration.

Television networks continue to make use of the service, therefore retaining confidence in the Bureau's assessment of TV and theatrical film properties.

**Community Relations**

During 1954 it was instrumental in joining numerous local and regional film organizations of lay people into the Federation of Motion Picture Councils, having a common antipathy to the legal censorship and the desire to further the constructive influence of the commercial theatre in the community.

The Bureau continued its activities for the Film Estimate Board of National Organizations, representing an estimated 40,000,000 members.

**Newsreels and Shorts Subjects**

In 1954, newsreels carried 106 sequences promoting humanitarian and charitable organizations. Special titles for the Cross, American Cancer Society, March of Dimes and Brotherhood Week were released. Foreign trailers featuring important sporting events were distributed by the Bureau for the Taxation Department Savings Bond Division.

**Shopping Center Theatres**

HARTFORD, April 12—A huge shopping center, including an indoor theatre, will be built on Route 75, Windsor Locks, Conn., this fall, by a group under Mr. L. Manchester, Conn., builder and developer.

**Markets**

*(Continued from page 1)*

...quate scale without foreign markets...the States is not enough to permit the industry to flourish as it should." Johnston summarized some of the foreign film negotiations in 1954 as follows:

**France:** An agreement was reached with the French government for the importation of American pictures, remittance of income, and other matters through June 30.

**Italy:** An agreement was negotiated with the Italian government which became effective on Sept. 1, 1954, and expired Aug. 31, 1955. It provides for the importation of MPEA films to Italy, remittance of a portion of receipts to the Italian treasuries at the official rate of exchange, some permissive methods for the remittance of additional funds to the country, and the exchange of technical advice.

**Indonesia:** After a long period of negotiation with the Indonesian government, terms were concluded which were expected to bring out a large proportion of the MPEA company's earnings in that country during 1953, with the balance of construction of a new film studio and the construction of a central film building in Jakarta and Government treasury bonds.

**United Kingdom:** The negotiations with the British government dealing with the importation of American films were extended, with minor modifications, for an additional year until Sept. 24.

**Pakistan:** An agreement with the Government of Pakistan was concluded with the Government providing for the continued importation of American films and the terms under which the receipts may be transferred to the United States.

**Burma:** Adjustments were negotiated with the government involving customs duty, taxes, and remittance of foreign exchange for the benefit of the member companies under the new import quota law.

**Illinois Allied**

*(Continued from page 1)*

you-see TV known to the Federal Communications Commission before the May 9 deadline fixed by the F.C.C.

The Illinois Allied Board also went on record opposing two bills, and approved one bill recently introduced in the Illinois State Legislature. The two with which the board voiced its objection are those dealing with censorship of theatre ship by counties in unincorporated areas and the other prohibiting the showing of movies on Scripps visible on state highways.

**Pennsylvania Allied**

*(Continued from page 1)*

abandoning the field of theatrical film production in favor of motion pictures for television.

The AMPTOA statement pledging support to Yates was prepared prior to Yates' statement of Monday, in which the industry said: "Republic plans to complete and deliver to exhibitors during the first six months of 1955 . . . a total of 20 pictures."
HAILED BY THE INDUSTRY!

"TAKE THEM OUT TO THE MOVIES"
FULL COLOR PROMOTIONAL DISPLAYS

How to make them HAPPY!

- Got a kid who's getting pesky?
- Got a husband who ought to forget the office?
- Got a social debt to pay?
- Got a boyfriend who won't get out of the living room?
- Got a wife who complains she's a slave?

30 x 40 DISPLAY

How to make them HAPPY!

- Got a kid who's getting pesky?
- Got a husband who ought to forget the office?
- Got a social debt to pay?
- Got a girl who's hard to date?
- Got a wife who complains she's a slave?
- Got a boyfriend who won't get out of the living room?

40 x 60 DISPLAY

- In Lobbies, Out Front and Away-From Theatre
- In Store Windows and Inside Stores
- In Parking Garages and Lots
- In Hotels and Restaurants
- In conjunction with Contests and Special Exploitation on Specific Pictures

AVAILABLE NOW FROM
NATIONAL Screen SERVICE

PRIZE GARY OF THE INDUSTRY
National

Pre-Selling

"WOMAN'S Home Companion" May issue devotes a full page to the review of "A Man Called Peter." The review, which calls this 20th-Century-Fox picture "an inspiring drama of a man close to God," many photos taken on the set, and a cartoon by the author used to illustrate the review.

Bob Hope as Eddie Foote of "The Seven Little Foys," a Paramount production, has the cover shot of the May issue of "Movie Premiere" magazine, which also provides its readers with a highly favorable text-and-picture report on the film that gives Hope "his first real screen characterization.

"Life's" cover girl on the April 11 issue is Grace Kelly, star of Paramount's "The Country Girl." This cover is done in attractive complimentary colors which should make many readers and people who pay at matinees think that motion picture stars are prettier than ever.

UA's "Marty" is reviewed in the same issue. Two pages are devoted to this delightful story which "Life" reports has been produced by Harold Hecht into a surprising little film gem.

Sam Goldwyn's feeling for detail is typified by the cover in a four-page story appearing in the issue of Collier's to be on the newsstands tomorrow. The story is titled "The Goldwyn Girls and '40s." It opens on a two-page spread in full color. Pointing out Goldwyn's knack for salesmanship, Pryor's "Collier's" piece reveals that when Markon Brando arrived at the Goldwyn home for an informal chat, he had grave misgivings about playing a singing role, but, "Before I realized what was happening, Brando was dancing off on a cloud saying to myself, 'You're only a hamburger, boy, but if the man insists you can sing and dance, why not take the chance?"


In the same issue is a three-page pastiche story of Shirley MacLain, the new Paramount dancing star who will star in the UI picture, "The Nat King Cole Story." Also in this issue is a pictorial story of Shirley MacLain, the new Paramount dancing star who will star in the UI picture, "The Nat King Cole Story." Also in this issue is a pictorial story of Shirley MacLain, the new Paramount dancing star who will star in the UI picture, "The Nat King Cole Story."

Tod AO's "Oldtimers" will get the substantial help of having one of its scenes reproduced in color on the front cover of "This Week's" April 24 issue. In the same issue, Louis Berg has written an article on the Tod AO process which uses film nearly twice the normal width.

WALTER HAAS

Product, Weather Were Factors (Continued from page 1)

weather and better product, according to Motion Picture Daily correspondents reports.

Philadelphia Easter Business Up Over 1954

PHILADELPHIA, April 12.—Fun business over the Easter weekend here was up over the same period last year, according to reports from exhibitors. M-G-M's "Blackboard Jungle" broke the house record on Easter Sunday at the Alwyn with a $3,800 gross, while 20th-Century-Fox's "A Man Called Peter" did a big weekend business to the tune of $4,600 at the Fox Theatre for Easter Saturday and Sunday.

Kansas City Turns Out for "See Peter" Show

KANSAS CITY, April 12.—Twenty-first Century-Fox's "A Man Called Peter" drew top attendance at the Louvre Theatre here, house officials report, attributing the crowds to pre-Easter screenings of the film by the Kansas City Council of Churches for clergy.

Milwaukee Business

Average Over Easter

MILWAUKEE, April 12.—With ideal spring weather, theatre business here at conventional theatres was average and good in drive-ins over the Easter weekend, with some situations reporting that business was slightly below last year's figures.

Cleveland Easter Business

Outgrossed 1954 Holiday

ATLANTIC, April 12.—Practically all of Cleveland's downtown theatres did a reasonably good Easter Sunday business aided by ideal weather which helped boost box office figures ahead of last year's rainy Easter, marks exhibitors report. The Blackboard Jungle in its third week at Loew's State set the pace grossing $6,000 on Sunday, half of the theatre's average weekly gross. The Orpheum's in its ninth week at the Loew's Stillman had a tremendous Sunday taking in $3,000, Loew's also set a new Sunday with "On the Waterfront."

"A Man Called Peter" had a better than average Saturday at the Palace with a $4,000 day. The Hopkinson also had a $3,000 day with "Man Without a Star." The Allen opened "Long John Silver" reporting about a 25 per cent drop from the 1954 Easter gross, the theatre then playing "Lucky Me."

St. Louis Business

Average Over Easter

ST. LOUIS, April 12.—Theatre business was termed "average" over the Easter weekend here by exhibitors who said grosses were comparable to last year. "Carnival Holiday" at the Aragonado was the best business in town, taking in $5,280 on Saturday afternoon and $4,927 on Sunday.

Atlanta Easter 'Tales' Best in Three Years

ATLANTA, April 12.—The Easter weekend theatre business was called the best in three years, despite bad weather, according to exhibitors here. "A Man Called Peter" took in $600 at the Fox Theatre on Saturday afternoon; "The Lonely Shepherd" took in $4,000 in its third week at the Rialto took in $4,000 on the weekend; "Revenge of the Creature" at the Paramount averaged $4,550.

Miami Business About 30% Above '54 Average

MIAMI, April 12.—Sterling Stern of Wanamoc Theatres here reported that Easter weekend business was up approximately 30 per cent ahead of the 1954 holiday figures and attributed the increase to better weather and higher profits. At Weis of Florida State Theatres said weekend business just about covered last year's figures.

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S. F. Exhibitors Disappointed

With Easter Due to Weather

SAN FRANCISCO, April 12.—Warm weather took people out of town over the Easter weekend and generally disappointing exhibitors who anticipated a good Easter weekend business.

However, theatremen here report that the total Easter week business is considered good with "Blackboard Jungle" at the top, and "Warfield" in the top spot with an expected gross of $36,000.

Underwater Tops L.A. Easter Holiday Grosses

LOS ANGELES, April 12.—Howard Hughes' "Underwater" grossed $12,000 at five days playing at a total of 11 theatres in this area over the Easter weekend, according to Seymour Borde, RKO exchange manager here.

Balmly Weather Booms Albany Area Drive-Ins

ALBANY, April 12.—Balm weather contributed to the generally excellent Easter business reported for the area drive-ins but adversely affected patronage at some indoor theatres.

A shortage of outstanding attractions also worked against big grosses over the Easter weekend. The 1,000-car Mohawk Drive-In on the Albany-Schenectady road, the largest in the exchange district, had to have drawn potently over the weekend with two new releases.

Other immediate Albany area drive-ins reported playing newer releases, attracted substantial trade, Jules Perlmutter's Fort George Drive-In at Lake George—where the weather is cooler—ranked up "better" weekend gross than last year, Perlmutter also said his Cobleskill Drive-In played to good business.

H-63 Asks Walsh For Para. Strike O.K.

The Home Office Employees Union, H-63, IATSE, that has asked international IA president Richard Walsh for permission to strike at the Paramount Pictures home office following negotiations between the union and film company last week, according to Russell M. Moss, a union official, has obtained permission.

Moss said that H-63 representatives, Paramount officials and Commissioner McGregor of the Federal Mediation Service could not reach any agreement during a week of talks.

H-63, which covers some 225 "white collar" employees at Paramount, would walk out as soon as permission is granted by Walsh, Moss said.

Easter Business Normal

In Omaha Despite Rain

PORTLAND, Ore., April 12.—Six downtown Portland theatres did a normal Easter weekend business, although box office figures built on a heavy rain, house officials reported.

The top estimated Easter "take" was reported at the Evergreen Fox theatre which grossed $3,200 with a "Man Called Peter." Six vixinity theatres opened for the season with a capacity Easter business.

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Skouras

(Continued from page 1)

Theatre Owners of America as well as the American Motion Picture Association. Rather than becoming embroiled in the exhibition-distribution dispute as the public requested, the ALMSPA went about its task of being top priority, Skouras pleaded that the go-ahead signal be given to both. At a session with President R. B. Russ, the 20th-Fox president declared, to lay the groundwork for harmonious relations, that "It surely merits top attention," he added.

On the other hand, Skouras said that his focus would be on diversification. Industry roundtable conference "as soon as possible." Exhibition and distribution faced the need to bring into being an arbitration system and the roundtable conference, should dedicate itself to bring both, Skouras continued.

The 20th-Fox president was questioned on whether he thought a "crisis," growing out of "outdated" film limits, as recently charged by TOA, existed today in the industry. He replied that "the crisis" is due insufficiently "of picture quality.

Skouras went on to say that his company was pursuing a policy of nonexclusive bookings, fitting the studio formula of not delaying pictures for the want of star names.

Asked about his view of TV plaid, Skouras said that negotiations now are underway with all networks. He again stressed 20th-Fox's policy of nonexclusive bookings, promising for the promotion and exploitation of theatrical films. A great debt, he said, is the industry's efforts to bolster TV program, by showing how TV programming can be effectively employed to aid theatrical film releases.

Feeds It Will Aid Industry

He said he looked to TV to bring back millions of people to motion picture theatres. "If all other commodities find the (TV) medium effective, why not cinema, as well?"

Regarding the company's plans to photograph in wide-screen and then reduce for 35mm, exhibition Skouras reported would be presented for the fee of 35mm. Asked why that gauge, he stated that such factors as the anamorphic lens and the problem of blocking, dictated 35mm. As previously indicated, he said that "The King and I," and "The Greatest Story Ever Told" were slated as the first two productions to be roadshowed with a six-track sound track in the wide gauge film process. Only a few productions would be roadshowed in the 35mm version, with the remainder reedited to 35mm, Skouras explained.

NARTB RESOLUTION ON TOLL TV

(Continued from page 1)

Given below is the text of the resolution adopted by the television board of the National Association of Theater Owners Broadcasters, in opposition to the pending petitions for toll television.

"Whereas, FCC Public Notice Docket #1129 invited comments with regard to the petitions on behalf of certain subscription, or "pay-as-you-see," television proponents seeking the establishment of limited service contracts for an additional service limited to subscription or "pay-as-you-see" within the TV broadcast bands; and

"Whereas, the television broadcast bands and channels therein are presently allocated and assigned exclusively for unlimited television broadcast; and

"Whereas, the ability of the present system of free television to bring the finest in diversified programming, including news, public events and entertainment to all of the public is hereby re-affirmed; and

"Whereas, it is our belief that the legislative history of its enabling legislation does not clearly extend to the Federal Communications Commission the authority and guidance sufficient to allocate or assign any portion of the television broadcast bands to the limited purpose sought by the proponents of the present system of free television; and

"Whereas, the proposal as made, if adopted, would necessarily diminish and encumber unlimited free reception by the public in order to provide this limited use; and

"Whereas, subscription television could be provided by other means without detriment to unlimited public reception of the present system of free television; and

Therefore be it resolved that the proposals as made are opposed as likely to impair the highest public interest and the development and management of the NARTB record by appropriate comments this resolution; appear and participate in all hearings and proceedings and take any and all necessary and proper steps to preserve unlimited public reception within the television broadcast bands;"
“Let’s hope they have a checkroom...
I can’t wait to see this COMPANION-approved movie!”

The eagerness of movie fans for COMPANION-approved pictures shows up at the box-office as soon as the COMPANION goes on sale. Over 4,250,000 women (who in turn influence their families), are guided by the monthly movie reviews in the COMPANION.

Theater owners, too, value COMPANION-approval... feel its effects in their attendance.

No wonder, then, that in 1954 Hollywood spent more money in the COMPANION than in any other women’s service magazine.
Committee Acts

House Slashes USIA Budget For Overseas

**Asks Stress on 'Quality' Rather Than 'Quantity'**

From THE DAILY Bureau

WASHINGTON, April 13.—The House Appropriations Committee cut sharply the money requested for the government’s overseas film program and suggested the program emphasize “quality” rather than “quantity.” The committee said that not to exceed $3,000,000 should be available in the year starting July 1 for the Motion Picture Service of the U. S. Information Agency. The film service has $3,087,000 this year and has requested $4,484,000 for the coming year.

The committee spent many hours viewing various films produced and/or edited by this agency, and is convinced that more emphasis must be placed on quality and less on quantity, the appropriations committee report said.

The committee voted $800,000 for (Continued on page 3)

Memphis Censors Must Decide on ‘Adults Only’

Special to THE DAILY

MEMPHIS, April 13.— Mayor Frank Tobey today tossed back into the lap of the city’s censor board the question of whether pictures other than “Blackboard Jungle” can be shown for adults only.

“I have at all times supported the Board of Censors,” Tobey said. “It is a matter for them to decide.”

“Blackboard Jungle,” banned by the censors, has been booked at Loew’s (Continued on page 3)

Color Films Subject Of Italo-U.K. Talks

From THE DAILY Bureau

LONDON, April 14.— Following discussions in Rome between representatives of the British Film Producers’ Association and the Associazione Nazionale Industrie Cinematografiche (Anic) Ed Affini, the former agreed to join in technical investigations into the quality of Italian colour printing.

The investigation becomes necessary, it is stated, in view of a proposed (Continued on page 7)

**Burton Robbins Heads Sales**

**H. Robbins Chairman of N.S.S., Dembow President**

Herman Robbins, chairman of the board and president of National Screen Service for the past 25 years, this week was reelected chairman while relinquishing the post of president.

George F. Dembow, heretofore charge of sales, was elected president.

The board chairman is to be the chief executive officer, and the president, the chief operating officer.

William B. Brenner, Long with National Screen, will continue as vice-president in charge of operations.

The changes were recommended to the board by Herman Robbins at a special meeting here on Monday and were approved by the board. They were announced to the National Screen Service district and branch managers in the field and to executives in the London office, the company’s studio and home office by Robbins in a personal letter immediately afterward.

The letter, text of which was released yesterday, said in part: “In July 1 I will be celebrating my 60th birthday. There is a strong urge in me to try to arrange things for the best interests of all of us, while I am healthy and active, rather than leave corporate leadership and authority to be determined when I am not as fortunate as I am these days,

Herman Robbins

George Dembow

Blessed with good health and an active mind.”

The letter then stated the recommendations reported above and continued:

“I am very happy to inform you that my recommendations were praised by the board as sound and logical, and (Continued on page 7)

**FCC Chairman Promises, then Retracts on TV Public Hearing**

**Alternative May Be Oral Argument, but Not Both**

By J. A. OTTEN

WASHINGTON, April 13.—Federal Communications Commission chairman George C. McConnaughy promised—and then later backtracked on his promise—that the FCC would hold public hearings on toll television. The statement came up when McConnaughy testified before the House Commerce Committee on this year’s FCC legislative program.

When Chairman Priest (D., Tenn.) and other members asked about pay-as-you-see television, McConnaughy noted that the commission had asked for comments by May 9 from interested parties and the public. “Does the Commission contemplate hearings any time soon after the comments come in?” Priest asked.

“I would assume we would have oral arguments and hearings rather shortly after that,” McConnaughy replied.

After the committee session, however, McConnaughy told reporters he (Continued on page 7)

**MPAA Elects Weber Treasurer; Shurlock Vice-Pres.**

Eric Johnston was reelected president of the Motion Picture Association of America by the MPAA board of directors here yesterday.

The board, at its first quarterly meeting, at the same time elected Geoffrey Shurlock, director of the Production Code Administration, vice-president; Stanley R. Weber, treasurer; and Thomas W. Naramore, assistant treasurer.

In addition, the executive committee of the New York City branch of the association in 1941 as cashier, becoming assistant treasurer in 1948. He re-
HARRY COHN, president of Columbia Pictures, has arrived in New York from the Coast.

Sir Arthur Edson, film consultant for the Balclutha, a new picture which is scheduled to arrive in New York from London today via B.O.A.C.


JOE GINS, Universal Pictures district manager, arrives today from Los Angeles, in Glouesville, N. Y., from there.

GARY COOPER is scheduled to leave New York by plane tomorrow for Europe.

NORMAN WITTMAN, Universal Pictures branch manager in Albany, was in Glouesville, N. Y., from there.

SHIBUYA YAMAGUCHI, Japanese actress, has arrived in New York from Hollywood.

MORRIS SATIER, Western representative for Times Films, has arrived in New York from the Coast.

RICHARD FLEISCHER, director, has returned to Hollywood from New York.

FRED ASTAIRE has returned to Hollywood from New York.

Twentieth Century-Fox’s radio and television promotion in behalf of its Cinemascope production of “Daddy Long Legs” has been designed to achieve an aggregate audience penetration of 359,083,000, the film company announces.

Two plugs on Ed Sullivan’s CRS-T show “Roast of the Town,” will result in a combined audience impact of over 80,000,000, with other network radio and television shows with high audience ratings, helping achieve the high penetration, 20th-Fox stated.

HOLLYWOOD, April 13.—James Mason, who bows out as host on the 11x television program on May 19 to start his own television productions which will continue quarter-hour readings of short stories, a Pablo Mason and Richard Burton, will also produce and star in a half-hour anthology series and produce-direct an adventure series written by his wife with another top star in the lead.

HOLLYWOOD, April 13.—Mel Ferrer has been signed to co-star with Audrey Hepburn in Ponti De Lauren- tier’s “War and Peace.” Dino De Laurenti is to arrive tomorrow to complete the casting.

COLUMBIA Pictures’ nine divisional field exploitation managers and key lease office personnel will meet at the Warwick Hotel here tomorrow to set up a closer coordination between field exploitation and office to exchange ideas which are designed to aid exhibitors in boosting theatre ticket sales.

Field exploitation managers are also expected to discuss advertising and promotion plans on forthcoming Columbia product in order to get the most over-all program of on-the-spot selling aid to exhibitors.

Col. Exploitation Meet Tomorrow

HOLLYWOOD, April 13.—The field exploitation division managers, who will attend tomorrow’s meeting include: Jack Colton, Boston; Milt Young, Philadelphia; Sid Zins, Washington; Bob Weiner, Chicago; and S. A. Skouras, Los Angeles. The meeting is being held to get the most out of Columbia’s pictures, as announced by the company’s president.

BUSTED, April 13.—With box-office not holding up to expectations during Easter week following a good weekend, local exhibitors are anticipating a pick-up in box office returns next week with the school vacation for youngers.

Top business during this holiday week is expected by the Kenmore, which showed a big school vacation $8,000 mark with I.F.E.’s “Adventures of Don Juan” and Warner Bros. “East of Eden” at the Metropolitan Theatre.

THEATRE Weekly, $2,000 for Easter week, it was said.

Jack Klein Rites

PITTSBURGH, April 13.—Funeral services for Jack Klein, owner of Klein Maple Drive-In Theatre on Route 30, near here, were held today. A former jurist and a building contractor in his native McKeesport, Klein died Sunday in Shadyside Hospital here. His wife, mother, two sons, three brothers and a sister survive. Burial took place in Elrod Cemetery, McKeesport.

Writers Group to Meet

HOLLYWOOD, April 13.—The motion picture, television and radio writers group, the Writers Guild of America, will hold its three-day national council meeting, beginning on Friday here, to discuss the establishment of a liaison between the guild and to elect a national chairman.

COL. EXPLOITATION MEET TOMORROW

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Five B. O. A. C. Officers to Attend

Seven Columbia Pictures’ district managers have been invited to attend the annual meeting of the Screen Producers Council at the Hotel Roosevelt here Monday, April 15. The meeting is the largest gathering of its kind in Los Angeles.

FEB. LEGION INCLUDED

Industry and the Film Estimating Board of the National Legion of Decency will be represented on the panel.

The council is a body of reviewers composed of church and civic representatives. It serves as the voice of what people want to see in pictures and interprets the industry to the public.

General convention chairman is Mrs. Daniel Hembel, who will be assisted by officers and committee chairman of the Los Angeles chapter.

Hub Easter Business Below Expectation

BOSTON, April 13.—With box office not holding up to expectations during Easter week following a good weekend, local exhibitors are anticipating a pick-up in box office returns next week with the school vacation for youngers.

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Theatre Weekly, $2,000 for Easter week, it was said.

Circuits Book ‘Gina’

The KKO, Brandt, Skouras, Century, Randforce, J & J, Prudential and Allied Artists’ local offices are anticipating a pick-up in box office returns next week with the school vacation for youngers.

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George Calvert Dead

SEATTLE, April 13.—George Calvert, veteran theatre manager, is dead here at the age of 87. A native of Canada, he was most recently manager of the Pantheon Theatre in Tacoma.

Elect Weber

CONTINUED FROM PAGE 1

at the late Frederick W. DuVall who died last January. Before joining the association, Weber was associated with Garrett newspapers and Consolidated Advertising in Cleveland.

The board also welcomed the following new members: Ralph Hetzel, The Thriving, Chicago; Herbert K. Hammons, president; Sidney Schreiber, secretary; William H. Roberts, assistant secretary; and James S. Howe, assistant secretary-treasurer.

Directors Elected

At the annual meeting of the members of the association which preceded the board meeting, the following directors were elected: John Stuart, Baraboo, president; and Anson Kegou, vice-president; Farquar, vice-president; H. W. Kyser, secretary; and William H. Clark, treasurer.

RKO Radio Pictures: and Earl Hammons, president, Educational Films.

Also Arthur B. Krim, president, and Robert S. Benjamin, chairman of the board; Minn. R. Blicken, president; J. H. Schenck, president, 20th Century-Fox; C. B. Stratton, executive vice-president, Cosmopolitan Pictures; Hal Roach Studios; Herman Roberts, president, National Screen Service; and Charles M. Goldsmith vice-president and treasurer, Loew’s, Inc.; Harry C. Kohn, president; and W. C. Richards, vice-president; Warner Bros. Pictures; Herbert J. Yates, president; and Theodre H. Black, associate general counsel, Republic Pictures.

Resolution Passed

The board also passed a resolution expressing sorrow over the death of the late treasurer DuVall, conveying the sentiments of loss contained in the resolution to DuVall’s family.

Atlanta Censors Ban ‘Blackboard Jungle’

ATLANTA, April 13.—The Atlanta Board of Review has banned the exhibition of M-G-M’s “Blackboard Jungle.”

The chairman of the censor board did not state the reason for banning the picture in Atlanta.

Thunderstorms’ to A.A.

HOLLYWOOD, April 13.—“Thunderstorms,” starring Linda Christian and Richard Hurd Wiman, which will be released by Metro, was released Friday by After Mirisch, vice-president of A.A.
Begin ‘Grass Roots’ Drive Across U.S. Vs. Toll TV

A drive on the grass roots level to enlist support against toll TV currently is under way nationally, it was learned here yesterday.

The campaign, spearheaded by the National Committee Against Pay-As-You-See Television, has been backed by civic and business organizations to go on public record against toll TV, as well as to have individual citizens such as the local drug store man to make his anti-toll TV sentiments known to the Federal Communications Commission.

Actively aiding the drive are a number of local key persons throughout the country, it was learned. Another facet of the program deals with attempting to obtain the support of the American Legion. It has been pointed out to Legion officials that, in addition to the economic implications involved if toll TV was ever realized, hospitalized veterans may be adversely affected by the proposed system. Fights and baseball games which are now televised free in veterans' hospitals, anti-toll TV forces argue, would have to be paid for if toll TV were approved.

The Legion, it was learned, will take up the toll TV issue at its executive committee meeting in Indianapolis slated for the first week in May.

Several groups such as the Parent-Teacher Associations of New York and elsewhere have been approached by exhibitors and representatives of exhibitor groups to join in the anti-toll TV fight, it was learned, with exhibitor representatives pointing out what they contend to be the adverse effects of toll TV. According to a committee spokesman, the drive is just beginning to gain support.

The toll TV fight representing the grass roots level will be announced in the near future.

Gary Stevens Heads WB’s TV Division

BURBANK, Calif., April 12—Jack L. Warner, executive producer, has announced the appointment of Gary Stevens as general manager of the Warner Brothers television division which will produce the “Warner Bros. Presentations,” which feature pictures to be telecast weekly over the ABC-TV network.

It was also announced that Art Silver will be in charge of the “behind the scenes” subjects which will be shown with each of the “Warner Bros. Presentations.” He further stated that Sally Baiana, formerly the head of the Warner Brothers Studio charged with merchandise, will be in charge of casting for all units of the company’s television division.

All Divisions Under Warner

All of Warner Bros. Pictures television activities, including those of “Warner Bros. Presentations,” and the separate subsidiary, Sunset Productions, will be under personal supervision of Jack L. Warner.

Dennis Carlin Joins Mel Gold Division

The appointment of Dennis D. Carlin, as executive producer of the industrial and dramatic film division of Mel Gold Productions, Inc., was announced recently by Mel Gold, president of the company, who had been associated with Republic Pictures Corp. for 20 years, resigned his post as advertising manager to join Mel Gold Productions, which is now instituting an expansion of this division.

Among his first assignments will be a T.V. film series, based on the dramatic findings of noted archeologist Dr. Paul Kephart.

Powers Hospitalized

PORTLAND, Ore., April 13—Charles Powers, veteran Portland exchange manager for 20th Century-Fox, has entered Good Samaritan Hospital here. His condition is reported as fair to poor.

USIA Budget

(Continued from page 1)

USIA, in its budget request for the entire U.S. Information Agency, has asked for $367,144,000 for this year and $88,500,000 for next year.

In another action, the appropriations committee has recommended a cut of $12,850,000 in the Justice Department’s anti-trust division. This is the same amount the division had last year. The committee “expects a vigorous and effective program” of anti-trust enforcement.

Memphis Censors

(Continued from page 1)

State for April 22, for adults only, apparently with no disapproval, has been announced by Lloyd T. Binford, the city censor. Binford says the censor board has no power, under the present law, to approve pictures for adults only. He would like to see the City Commission change the ordinance so that the board could pass pictures for adults only, saying ‘wouldn’t change pictures banned by about 50 per cent.

Binford referred Cecil Vogel, manager of the Loew’s Palace, to the mayor. Binford said he had no objection to letting ‘Blackboard Jungle’ be shown for adults only, but that the board declared it ‘not artistic’ and banned it. It’s still unclear just who said it would be all right, but apparently the director himself nor Binford is objecting. However, no policy on other banned pictures has been announced.

Mayor Toler said it was all right to show “Blackboard Jungle” for adults if it was all right with the censor board.

‘Barabbas’ to Brandt

Leon L. Brandt Associates have been appointed United States distributors of the motion picture “Barabbas,” it was announced by George Lax and Joseph Iblin, producers of the American version. “Barabbas,” winner of the Schenck Silver Laurel Award, is based on the novel by Par Lagerkvist, recipient of the Nobel Prize for literature in 1951.

TENT TALK

Variety Club News

LONDON—Variety Club of Great Britain paid honor at the Savoy Hotel to Dr. Roger Bannister, first athlete in history to run a mile in less than four minutes. Dr. Bannister performed the feat on May 6 and a month later at Vancouver. At the VC dinner in his honor, Dr. Bannister received the Helms Trophy, presented by the Helms Athletic Foundation of America.

HOUSTON—The Variety Club here has inaugurated a Sunday evening “family night buffet” at its new club rooms. The weekly affairs will run from 4 to 8 P.M.

MIAMI—A “Committee of 1,000” has been formed here by the local Variety Club to obtain 1,000 benefactors who will give $100 each to the teen’s Crippled Children’s Hospital. At a kick-off party, guests were Jack Dempsey, Betty Hutton, Frank Leahy, former Brooklyn Dodger manager and the entire Brooklyn Dodgers team.

The Miami tent has launched its publication, “Variety Barker.” In the initial issue, chief Barker Maury Ashmann wrote: “Your card and key to Variety Club brings you the association of fellowship. Many others—your efforts for Variety pay the highest possible reward—just visit the tent and see the ‘Barker’—that’s the story your heart will understand better than words.”


ATLANTA—Publication of the Atlanta tent’s first monthly bulletin started with the April issue. It will be known as “The Barker.”

ST. LOUIS—The Variety Club of St. Louis announced in the April issue of its bulletin, “Voice of Variety” the opening of the new club quarters at the Hotel Chase.

ALBANY—The Variety Club of this city has ear-marked $2,250 to accommodate 544 boys for two weeks vacation at Camp Painter, chief Barker George H. Schoenck revealed. No borrowing will be necessary this year, the Heart Fund having the funds raised through the annual “Denial Drive,” in which public contributions were solicited. A small capital expenditure will be made to replace a boat house recently blown down at the mountain camp.
For 6 successive programs on TV "Truth or Consequences" show is built. Audience for "Strange Lady In Town!"

Blanketing the Nation weekly from April 5th to May 4th! Over 99!!!

Nbc-tv stations with 30 million people watching! Plus NBC radio network coast-to-coast!

Here's what's happening: On the April 5th telecast famed Jack Bailey, M.C. of Old Gold's "Truth or Consequences" program, selected a contestant to hitch-hike—or horseback—from Los Angeles to the town of "Truth or Consequences" in New Mexico.

On the same night the contestant was introduced to a masked woman called the STRANGE LADY IN TOWN! He is to arrive at his destination.

Starring

Greer Garson • Dana Andrews

Produced and directed by Mervyn LeRoy

Also Starring

Cameron Mitchell

Lois Smith with Walter Hampden • Gonzalez Gonzalez

and the voice of Frankie Laine singing 'Strange Lady In Town'

WarnerColor Cinemascope Stereophonic Sound

This is the tremendous NBC-tv station line-up

<table>
<thead>
<tr>
<th>City &amp; State</th>
<th>Station</th>
<th>Local Time of Telecast</th>
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<td>Albuquerquc, N. Mex</td>
<td>KOB-TV</td>
<td>8:00-9:30 PM</td>
<td>Columbus, Ohio</td>
<td>WCMJ-TV</td>
<td>9:00-10:30 PM</td>
<td>Kansas City, Mo.</td>
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<td>Johnstown, Pa.</td>
<td>WJAC-TV</td>
<td>9:00-10:30 PM</td>
<td>Muncie, Ind.</td>
<td>WCTB-TV</td>
<td>9:00-10:30 PM</td>
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Radio the Famed

April 15th. There he will
meet the STRANGE LADY
IN TOWN again who will
be his date during a 3-day
Fiesta being held. She will be
unmasked at that time.

On April 12th, Telecast of
the contestant’s progress en
route to meet the STRANGE
LADY IN TOWN! On April
19th, Telecast of contestant’s
reward or fine, and film of
the unmasking at the Fiesta,
of the STRANGE LADY IN
TOWN. Then on April 20th,
April 27th and May 4th NBC
Radio Network takes over and
broadcasts entire event again!

ANOTHER SOLID SHOW-
MANSHIP ‘FIRST’ FROM
WARNER BROS! TIMED
ON-THE-BUTTON FOR A
PERFECT CASH-IN WITH
NATIONAL RELEASE!

AND! AND! AND! NBC-RADIO NETWORK IN ADDITION!
**Violent Saturday**

(20th Century-Fox)

**Hollywood, April 13**

The customers will get more than their money's worth out of this exciting piece of entertainment.

In a situation of incidents in the personal lives of some everyday people, during a 24-hour period, in a modern Western mining town. It depicts with complete honesty and absorbing reality the effects upon them and their families. Sometimes they are drawn unwittingly into the action of a planned bank robbery.

There just isn't a dull moment in this money-maker, which can be attributed to director P.J. Fleischer's fine touch. Despite Van Johnson and Louise Platt'sам. Fleischer is deserving of an M.S. (Master of Suspense) degree for his method of incorporating colorful backgrounds in CinemaScope to support his cleverly-paced approach to the exciting climax. His ability to secure performances that have a natural ring adds warmth and charm to this unusual film, in color by De Luxe.

The development and production of Sydney Boehm's screenplay, based on William Hecht's novel, which was also published in "CinemaScope" magazine, can be counted as another distinct credit for Buddy Adler. His selection of an intriguing trio of he-men in the stellar roles, Victor Mature, Richard Egan and Stephen McNally could make this a marquee blockbuster. Add the support of Beulah Bondi, Ernest Henning, Sylvia Sidney and the impressive newcomer, Virginia Leith, to any available space in the front of the theatre for their memorable contributions.

The script captures the spirited character from McNally's plan and execution of a bank robbery five minutes before closing time on a Saturday night. Augmenting the central theme are related vignettes dealing with the "Pinking Tom" habits of Noonan, a mooned-married man, who harbors a secret from his wife, and an intimate look at the colorful, quirky characters of the period—Spanish, Indian, cowboy—whose customs and ways of life are disclosed in detail and in aggregate as the professionally competitive romance between McNally and Mature, who works for Egan, finds a problem in convincing his young son that he could not be a hero on the fighting front if the government placed him in charge of operating the copper mines at home.

When McNally's horse is stolen and his money runs out, the course of action has them kidnaping Mature for the use of his car; they place him, and an Amish farmer, Borgnine, and his family in an out-of-the-way barn under a fourth partner's gun butt. Egan's wife is killed by one of the gang during the broadcast of the barn by the police waiting to kidnap Mature waiting to kill them off after killing and taking possession of his captor's shotgun. This results in making him a kind of hero to his sons and his friends.

Running time, 91 minutes. General classification. Release date, not set.

SAMUEL D. BERNs

**Strange Lady in Town**

(Warner Brothers)

**CinemaScope**

**Hollywood, April 13**

The Fe of 1880 is the scene of this Mervyn LeRoy production, and one which has been repeated in the CinemaScope and WarnerColor of 1955 the Sante Fe of 1880 is a mighty fascinating setting for this or any story. More than that, it's an astigmatically appropriate background for the flamboyantly red-haired Greer Garson, playing the body of the title and for the colorfully garbed citizens of the period—Spanish, Indian, cowboy—whose customs and ways of life are disclosed in detail and in aggregate as the professionally competitive romance between McNally and Mature, who works for Egan, finds a problem in convincing his young son that he could not be a hero on the fighting front if the government placed him in charge of operating the copper mines at home.

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Running time, 91 minutes. General classification. Release date, not set.

SAMUEL D. BERNs

**Cell 2455, Death Row**

(Columbia)

**Hollywood, April 13**

A BULLET-PACED melodrama that sizzles all the way has been produced from the autobiography of Caryl Chessman, a criminal whose story is not a pretty one. It mirrors crime as the sordid, heartless business it is, but does so with such force that it should be a field day for action fans. Although the film graphically portrays the various exploits of the "hero," it tries to explain, as Chessman did in his book, why youth turns to crime and how pointless it really is.

William Campbell, heretofore seen in minor roles, plays Chessman, although given a different character name. The title refers to the cell where he has been assigned to. Some of the scenes are directly from the book, some are not. The film is a charade, made to cover up the truth, and the hero's fate and the picture then flashes back to his life since childhood.

As a teenager, he was forced by his father's poverty and his bedridden mother's disability, to steal groceries for the hungry family. This crime of necessity soon turned to one of thrills and by the age of 18, he was a leader of a reform school and the leader of his gang. The more he matured, the more he became involved in the world of crime, the more his crimes, his captures by the police and his escapes from prison.

After serving time in Folsom, a maximum security prison, he decide to play it smart and prey only on other criminals. This is about the time that he's arrested for being the "Red Light" bandit, a madman who holds up couples and assaults women. Despite discrepancies in the descriptions given by various victims, circumstantial evidence convicts him and brings him to Cell 2455, Death Row.

It is here that he feverishly studies law which enables him to get still another reprieve as the film ends. The story is not over, however, for the audience and second major sequence is still to be told. As a murderer, his role in the court is a calculating, intelligent criminal. It should certainly give his career a tremendous push. Robert Campbell, his brother, plays Chessman as a boy and Marian Carr is seen as the inevitable moll. There are no marque names in the cast, but the general unimportance coupled with realistic performances, gives the picture a documentary flavor all to the good.

Jack DeWitt wrote the screenplay and an exciting one it is. Wallace Beery is a villain, and his dialog is realistic. He is not a typical villain as the writing is very believable. The film is composed of familiar subject matter but told professionally and skillfully.

Running time, 77 minutes. Adult classification. For release in May.

**Dial Red O**

(Allied Artists)

**Hollywood, April 13**

Bill Elliott, long identified as a symbol of the Old West, discards his horse and chaps in favor of the mutie and badge of the present-day Los Angeles Sheriff's office in this melodrama. That, in itself, probably could be the outstanding sales point for past Western identification, Elliott may or may not retain the popularity he has enjoyed during his years in the saddle, but he's as grim and determined in this characterization as he was in the old one.

To any character's seen here as the key character in a story about crime in Los Angeles County, and it probably makes no difference to audiences in general that the part of Los Angeles County in this crime occurs of course in the Anglo county—so that the Western man is replaced by the Sheriff's office has dominion over law-enforcement and the Los Angeles city police have not. The geography is unimportant, for story purposes, but accounts for the identification of the hero with the county constabulary rather than with the city police department that has charge of Jack Webb's "Dragnet" empire.

The character that engages the professional attention of Elliott and his aides in the murder by a resident of a young woman whom he's been supporting in luxurious manner while her husband languishes in a Veterans Hospital under observation for mental disturbance. The killer's reason for killing the young woman is that she wants to live an upper-class life. He is a man down who may be more of a mental patient than a criminal, the hero's wife has a child by the killer in the hospital, and the body's discovered, followed by the trip phoned by the killer in attempt to involve the escape, suspicion turns to him, but Elliott follows all about everything and wins his right man in jail.

It's a close one between the initial exasperations of the errant wife, Paul Picerni as the infamous realtor and Jack Kruschen as a neighbor of the murder, are foremost in support. Vincent M. Pennally produced, with Daniel B. Ullman writing and directing.

Running time, 63 minutes. Adult classification.

W. R. W.
National Screen Changes

(Continued from page 1)

they were unanimously approved. It was elected to be the new member of the board. Very fittingly in accordance with our policy of promotion within the ranks, Rev. William A. Robbins was promoted to the position, Mr. Burton E. Robbins was elected by the board to be assistant branch manager of the company.

"Because Burton is such a son, it is more difficult to express myself regarding his talents. The wholeheartedness and the sincerity which he has acquired in the last few years, attending exhibitors' regional conventions, goes far in making him a valuable employee to you, from time to time, have expressed yourselves enthusiastically regarding his unusual abilities, I feel certain this choice is also a wise one.

Will Continue Activity

"With these changes, I am confident that top management of our company is immeasurably improved. The arduous Andrews has been set as a public relations officer, his secretary, but permits me to turn over to very capable but younger hands in the management of the branch headquarters. It still gives us Bill Bremner — trustworthy, dependable Bill to supervise all his various operational responsibilities, and it adds to the top level of our cabinet a man who should go far in sales under George's supervision.

... I trust you are as happy as I am with this new set-up which will mean the better welfare of all concerned in our company."

Herman Robbins started a profession with the late Zip Warren. He then worked with Wireman, general sales manager. He became associated with National Screen Service in its early days, 32 years ago. "Burton started with the company in 1944, as a shipper in the Philadelphia exchange, later becoming booker for his home service in the Albany branch, then assistant branch manager at Detroit. After war time, color quality, Air Corp, he rejoined the company, becoming head of the advertising accessory division in 1948, then assistant to the president in 1953."

Erich Mann, general manager, said, "Burton started with William Fox about 1913, later joining New York Film Attractions Co. (Box Office Activity)." Burton returned to the FMI as distribution manager when it expanded into that field. He worked with Goldwyn and was by distribution manager for MGM, was associated with First National and was appointed to exhibition and the early air conditioning field. He joined National Screen in 1953 and was vice-president in charge of sales for the organization since 1946.

EFFG Prospects

(Continued from page 1)

prospects and potentials and legal requirements of the state and jurisdiction, EFFG has mailed prospectuses just to the top circuits. EFFG, the TOA representatives, said, will be a major topic for discussion at many of the regional exhibitors' conventions set for this spring and summer. E. D. Martin, president of TOA, has been scheduled to talk at a majority of these regional TOA conventions.

Martin's first talk about EFFG, since officer of the group met in New York a few weeks ago, and the report he gave last week, is set for next Tuesday when he will discuss the solicitation of exhibitor support for films now being made and the three-day visit of the United Theatre Owners of Illinois.

Plug 'Strange Lady On Truth' Show

Warner Bros.' "Strange Lady In Town," starring Greer Garson and Ronald Reagan, has built up tremendous audience build-up on the "Truth Or Consequences" NBC-TV and radio show. Two successful programs ended on May 4.

Plugs began on the show's April 5 telecast when Jack Bailey, M.C., selected a contestant to hitch-hike—on horseback—from Las Angeles to the NBC TV studios in Chicago, via New Mexico. On the same night the contestant was introduced to a masked woman and "Strange Lady In Town." He is to arrive at his destination April 15. There he will meet the Strange Lady In Town again who will introduce him to the contestant. She will be unmasked at that time.

Aided by favorable newspaper reviews, United Artists' "Marty" is making its second week at the Astor Theatre's all-time hits in its New York premiere engagement, it was announced by Samuel Goldwyn, general manager of Rkoft & Becker.

With word-of-mouth support backing the notices and the ad-push drive, "Marty" hit a second-week gross of $2,320, after a $1,075 opening.
UNBELIEVABLE!
HELD OVER—
2ND TIME AROUND!

Columbia's
ON THE WATERFRONT

ACADEMY AWARD REPEAT ENGAGEMENTS

SEATTLE — Roosevelt • DENVER — Denver • SALT LAKE CITY — Capitol
ST. LOUIS — Orpheum • CLEVELAND — Ohio • NEW HAVEN — College
PORTLAND, Ore. — Fox • MILWAUKEE — Wisconsin (M.O.-Century)
BOSTON — Pilgrim (M.O.-Mayflower) • TULSA — Majestic (M.O.-Rialto)
SYRACUSE — State (M.O.-Strand) • TOLEDO — Rivoli (M.O.-Pantheon)
SAN FRANCISCO — Fox (M.O.-Cinema) • BURLINGAME — Peninsula
SAN DIEGO — Capri • NEW YORK — Globe • LAWRENCE — Warner
WILMINGTON — Arcadia • SAN JOSE — Studio • YORK — Capitol
OKLAHOMA CITY — State • TACOMA — Rialto (M.O.-Blue Mouse)
SPOKANE — Orpheum • NASHVILLE — Vendome • OAKLAND — Roxy
MIAMI BEACH — Town and Lincoln • LOUISVILLE — Rialto (M.O.-Brown)
BUFFALO — Century • SACRAMENTO — Esquire • BERKELEY — Berkeley

...and more and more each day!
Impasse Remains On Three Points of Arbitration Plan

The stalemate now existing over arbitration and the round-table industry conference can only be lifted by distribution, it was stated here yesterday in exhibition circles.

An impasse, it was learned, has been reached on a number of vital points in the proposed arbitration system. The motion picture exhibitors will participate in financing, pre-releases and damaged pictures are enforced or counter-proposals by distribution, no further headway on arbitration by exhibition is seen. As (Continued on page 7)

SPG Organ Treats ‘Box-Office Problem’

From THE DAILY BUREAU

HOLLYWOOD, April 14.—A four-pronged attack on the industry's box-office problem is launched by the Screen Producers Guild in its 36-page monthly publication, "SPG Journal," out tomorrow. Under the blanket title, "How Do--" (Continued on page 7)

Notes Chance to Aid Industry

Elmer C. Rhoden to Head COMPO Audience Poll Unit

Elmer C. Rhoden, president of National Theatres, has consented to act as national chairman of the nation-wide public poll which is to be conducted later this year by COMPO to register the picture, best performances and most promising young players.

Announcement of Rhoden's acceptance of the post was made yesterday by the COMPO governing committee, consisting of Sam Finanski, Willard Snaper and Al Lichtman. This followed several conferences between Rhoden and Robert W. Coyle, COMPO special counsel.

Rhoden, who came to New York Tuesday from Los Angeles, says he has been given assurances by the heads of the leading national circuits that their theatres will participate in the voting, which will begin Thanksgiving Day and end the night of Dec. 25.

He will leave here tonight for Los Angeles to map out a campaign extending through the summer that will be aimed at collecting the participation

Interstate Theatres Only

WOULD APPLY WAGE LAW TO CIRCUITS

By J. A. OTTEN

WASHINGTON, April 14.—Labor Secretary Mitchell urged Congress today to consider making interstate theatre chains comply with the Federal minimum wage law.

He indicated the Administration does not now want to extend minimum wage coverage to theatres that are not part of interstate chains. Moreover, he said, even the interstate chains should be subject only to the minimum wage provisions and not to the overtime provisions of the wage-hour law.

Mitchell was the lead-off witness as a Senate Labor Subcommittee opened hearings on the Administration's proposal to boost the present 75 cents an hour minimum wage to 90 cents an hour. This would affect film production and most distribution enterprises. Mitchell strongly endorsed this increase.

(Continued on page 6)

See No Support for Conn. Censor Bill

SPECIAL TO THE DAILY

HARTFORD, April 14.—The Connecticut film industry does not believe 1953 will see the formation of a State Board of Film Review or similar organization to pass on feature attractions.

A bill to create a board of review, to pass on motion pictures, theatrelaws, (Continued on page 6)

Music Hall Sets New Business Mark

The Radio City Music Hall

The Radio City Music Hall set a new all-time weekly business record during the Easter holiday week when some 166,000 paid admissions enabled the nation's showcase to gross $201,000, breaking last year's record of $199,000 and by 2,000 paid admissions, Russell V.

Downing, president and managing director of the theatre, said here yesterday.

The Music Hall is currently presenting M-G-M's "The Glass Slipper" and its famed Easter show.

Grainger Here for RKO Radio Meet

J. R. Grainger, president of RKO Radio Pictures, is due here today from his headquarters in Hollywood to attend a meeting of the company's board of directors.

In addition, Grainger will hold a series of conferences on forthcoming product with E. L. Walton, his executive assistant; Walter Branson, world-wide sales manager, and H. H. Greenblatt, domestic sales manager. He plans to be in New York for approximately ten days.

18 to Nov. 1

Production at RKO Studio Quikens Pace

$25,000,000 Investment Is Cited By Grainger

From THE DAILY BUREAU

HOLLYWOOD, April 14.—RKO Radio Pictures is rapidly resuming normal production status after months of studio inaction, James R. Grainger, president, disclosed prior to his departure for New York today. The company will have 18 productions completed and either in distribution or ready for distribution between now and Nov. 1, Grainger said.

The 18 releases come at an opportune time for exhibitors, he (Continued on page 7)

DuMont Presents Film-TV Combine

The new production method by which a Du Mont "Electronicum" television-film combines the best features of motion picture and TV equipment and techniques for rapid and simultaneous production of film and TV programs was again demonstrated (Continued on page 3)
MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Corporation, 135 East 50th Street, New York, N.Y. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N.Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Friday, April 15, 1955

**Personal Mention**


**Edward Muhl**, universal-international vice-president, will leave here today for St. Thomas, Virgin Islands.

After a recent trip to the Virgin islands with **Gilbert Kurland**, studio production manager, and **Howard Christie**, producer, for **Murray Silverstone**, president of 20th-Century-Fox's International Corp., they will return to New York on Sunday via B.O.A.C. Moarch.

**John Barrymore**, Jr. and Mrs. Barrymore will leave New York today to attend the “Libere” for France.


**Spencer Tracy** has returned to Hollywood from Europe.

**Western Union Buys Into Microwave**

The acquisition by the Western Union Telegraph Co. of a three-fourth interest in Microwave, Inc., of Washington, D.C., of a Washington, D.C., of a Microwave, Inc., of Washington, D.C., since 1952, will have his or her interest in the expanding electronics company. Microwave was founded in 1950 and now employs over 150 people. Its annual gross income is approximately $1,500,000. The company designs and produces microwave equipment, magnetrons, radar components, and a wide range of other electronic devices for many worldwide customers. Its customers include many leading electronic manufacturing firms, as well as the nation’s armed services.

**Marty’s Sets Record**

United Artists’ “Marty” grossed $2,700, the greatest weekend gross in the 21-year history of the Sutton Theatre, according to the manager, who was announced by **Clem Perry**, general manager of Rugoff & Becker.

**House Okays USIA’s Fund; Less for Films**

**From THE DAILY**

WASHINGTON, April 14.—The House today approved its appropri- ation committee’s decision to cut the money sought for the government’s overseas film program.

**Yesterday’s committee voted to allow $3,500,000 for the program, which is expected to cost about $3,600,000 this year, but not more than $3,000,000 should be used for the film project.** The committee compared the $3,500,000 this year and $4,000,000 for next year.

**Next Goes to Senate**

Today, with a minimum of debate and with no attempt to increase or lower the total, the Senate passed the approbation bill. U.S.I.A. officials will undoubtedly try to get the Senate to increase the money figure.

The bill passed by the House also includes $3,100,000 for the Justice Department’s anti-trust division, the full amount sought and the same as available this year.

**Expect Industry to Attend ‘SAC’ Bowl**

What is to be expected to be a record attendance of leaders of all branches of the theatre industry at the one-third of the New York Paramount, the site slated for the April 20 invitational world premiere of Paramount’s “Strategic Air Command,” the theatre at which the new horizontal VistaVision will be introduced on May 1, will be opened to the public at the premiere of the James Stewart-June Allyson starring vehicle “April Moon” with the Air Force Association.

**Top Officials Invited**

Among the large number of executives from distribution, exhibition, advertising and public relations and other branches of the industry who have accepted invitations to attend the premiere are: S. S. Smith, Al Sorkin, Hal Joel, Al Liban, Walter H. Orlando, Elmer F. H. Dalke, C. Harrison, W. Munro, and E. Leigh. Twixt-Century’s Tomato Director will be handled by M. N. Axler, in charge of theatre operations; S. V. Roth, Toronto supervisor, and J. J. Suk, Ontario supervisor.

**From Premier Operating Corp.**

Will come D. Axler, circuit supervisor, and G. Davidson, head of the executive department, heading a delegation of approximately 10 theatre managers, B. & F. Theaters’ group of 25 will be headed by J. M. Bloom, head of the Picture group, accompanied by W. A. Summerville, Jr., all from the circuit’s headquarters. Toronto Otheaters representaties will be headed by S. M. McManners and R. C. Harvey, district supervisors.

**Emery Austin on Hand**

**Assisting at Buffalo will be M-G-M salesmen Abe Harris and Eddie Kowalski, office co-hosts, and bookers Virginia Callahan, and Beatie Kaye. Emery Austin, exploitation director, and Arthur Brecher, director of western division press head, will come on from New York. Chester Friedman, Canadian press chief, will come in Toronto, and Stephen Pirrocco, Alhany and Buffalo, field representative, will likewise attend.

**Say TV and Bingo Close 3 in Ottawa**

TORONTO, April 14.—The number of theatres in Ottawa, the Canadian capital, has been reduced from 18 to 16 in recent months through the closing of three independent houses allegedly because of TV and bingo competition. The latest to fold, at Easter, was the Townie Cinema operated by Fredel Theatres, Ltd. Manager Rod Fabian, formerly manager of the Take-Off Club, has transferred to the Ottawa Elmdale. Previously closed at Ottawa were the Empress and the Royal, both of which the government has converted into a hall for meetings and dances.

**Managerial Shifts**

**Are Announced in SW New Jersey Zone**

In a series of realignments Bernard Silverman, manager of the Bradford Theatre in Newark and a veteran of 25 years in the business, has been appointed district manager for the Essex County theatre by **Charles A. Snukowitz**, manager of the Stanley Warner Theatres in New Jersey.

**Promotion from Ranks**

“This advance for Silverman,” Snukowitz said, “is in line with our policy of promotion from the ranks. In addition to moving up the present district manager, John Stanek from the Fabian Theatre in Hoboken to take over the material in the Hoboken-Passaic area, and Frederick DeAguiel will move up from the Sanford, Irvington, to manage the 3,300-seat Fabian in Hoboken in.

In order to facilitate operation of the zone, Snukowitz also announced a new realignment of districts. Silverman will have charge of the Capitol, Central, Regent, Ritz, Roosevelt, Stanley and Tivoli Theatres in New Jersey. Barron in Hoboken; the**

**Widened Duties Expanded**

Harold Widhorn, who had supervision of the Newark theatres, now has charge of the Cranford, Cranford, Central, Jersey City, Capitol, Belle, DeWitt, Bayonne, Fabian, Hoboken, Lockwood, Tivoli City, Ritz City, Jersey City; Regent and Ritz, Elizabeth; the Roosevelt, Union City; the Fabian in Passaic; the Orinanti in Hackensack; the Oxford, Little Falls; and the Empire in Paterson. Also the Wethersfield, Montclair, and the Warner Ridgewood.

**Conn. Town Rejects Drive-in Permit**

HARTFORD, April 14.—Peck’s Theatre Associates’ long-projected plans to build a 900-car capacity drive-in theatre at suburban Wethersfield, Conn., have been turned down by the Wethersfield Zoning Board of Appeals.
**Du Mont**

*(Continued from page 1)*

at the Du Mont Tele-Center here yesterday before several hundred persons.

The system, developed by James L. Cudahy, director of research and production for the Du Mont TV network, association with Du Mont television and broadcasting equipment is expected to lower film production costs.

"Electronicon" system, according to its sponsors, permits:

1. A standard black-and-white TV program to be broadcast while a high quality film of identical news story simultaneously recorded in color or black-and-white.
2. A high quality picture for the theatre, filmed in color or black-and-white, in the same time it takes to be viewed, by using TV viewing rates and film cinematography techniques as an aid in filming.
3. The finished high quality film print to be made ready for distribution quickly by means of a new technique which employs an "editing master" film as a guide in rapid preparation of the final product. As an example, at the seventh national convention of the Public Relations Society of America at the Roosevelt hotel, Du Mont demonstrated a miniature "Television" television camera, mounted on a 35mm motion picture camera, which gives film directors and their crews instantaneous duplicate TV pictures of the scene being shot. The model was developed jointly by Du Mont and RKO Pathé.

**Demonstrated on Coast**

Later in the year, a synchronized TV-Film camera was developed and successfully demonstrated on the West Coast along the same lines as this "Electronicon" system.

**Says Telemeter Negates Divorce**

*From THE DAILY BUREAU*

WASHINGTON, April 14.—International Telemeter Corp.'s application for government approval against the threat of its TV system threatens to negate the divorce won by the government in the Paramount anti-trust case, Alfred Starr, co-chairman of the Exhibitors Committee Against Toll TV, warned today.

Telemeter is 80 per cent owned by Paramount Pictures. Citing the anti-trust division's long fight against Paramount and its toll TV system threatens to negate the divorce won by the government in the Paramount anti-trust case, Starr asked: "Does not this proposal of an international Telemeter corporation which is Paramount in exactly its former position of producing motion pictures, as well as controlling the methods of exhibiting them to the public?"

**Starr-Faught Debate**

**Pro and Con of Toll TV**

**Aired for D. C. Newmen**

*From THE DAILY BUREAU*

WASHINGTON, April 14.—The American public will smash their television sets "in revolution" if toll television is approved, Alfred Starr, co-chairman of the Committee Against Pay-As-You-See TV, declared today.

"As long as the Administration, God help any administration under which this sort of thing is sanctioned, he said.

*Starr and change a pay service for a free service, Toll TV programs will be able to outbid free TV for the best programs and will ultimately drive out free TV, he added.

Faught argued that toll TV would bring to the public top-notch entertainers who now are available. He criticized theatre owners for "laying down in the path of progress," and claimed that toll television would appeal to the theatre owners. He reasoned that Hollywood would have to turn out many more films to meet the toll TV demand and that these films would also be released to theatres.

Faught spoke first, for about 25 minutes, followed by Starr for about 30 minutes. Then there was a 25-minute question and answer session, with the two taking turns replying to questions submitted by reporters.

**Says Public Would Foot Cost**

In his prepared statement, Starr said that "assuming an absurdly low figure" of $30 as the cost of installing a Wantic television receiver would be a charge of a billion dollars just to get ready to put our dollars in the slot." He said no patent licensee could erect a toll system without the public having to pay.

"The families who bought their sets last year and the millions who bought them earlier are going to raise the howl that will be clearly heard in Washington when they learn they will have to buy decoder and then pay for the programs they really want to see," he declared.

Starr asserted "subscription television is absolutely pre-emptive." When Toll TV is on a channel, obviously no free shows can be carried, he said. This means that in one-station towns, the public must either pay for the programs or go without. In multi-station towns, he said if 10 successful on one station, competing stations will demand it and the FCC will be forced to grant it to TV, again making the station owner either pay or go without programs.

**Will 'Corner Best Shows'**

Producers of TV shows, such as the National Press Club audience, are mainly interested in the highest bidder, Starr told the Press Club audience. Toll TV will be subject to different policies, and will obviously outbid all competitors and corner the best shows, he added.

In a statement earlier, he declared that toll TV would help small stations in isolated areas or would fill the morning and late evening hours with highly-class films.

"The goal of the proponents of pay-as-you-see TV," he said, is to capture the large mass markets in this country and to preempt the choice evening hours when the greatest number of dollars is likely to be put in the slot machines. In short, they want to be paid by the public for everything the public wants to see and hear.

"Nobody can sell something that an other fellow is giving away, especially on an adjacent channel," he declared.

**Claims 'Future Benefits'**

Toll television's threat to motion picture exhibitors "will be a transitory hazard, leading to future benefits of a very real sort," the Zenith spokes man insisted. He cited the current product shortage which "has marginal theatres hanging on only by the skin of their popcorn," and said toll television would double or quadruple the markets for feature films.

"Once these added new films were produced," he continued, "do you sup

**Fox TV Deal First Of Larger Plan for Company Properties**

Consummation of the deal whereby 20th-Century Fox will produce a series of 20 television films based on the "Alien Flicka" stories is the first step in a larger plan which will involve the making of many CinemacScope productions, it was announced here by Spyros Skouras, president of General Artists Corp., which negotiated the deal.

In every program of the series, 20th Century-Fox will produce production by devoting some segment of the show to new and unusual highlights of forthcoming films being made for the theater, Skouras said. The incorporation of advance scenes, star appearances, and clips pointing to the release dates of films like CinemacScope productions, will provide exhibitors with one of the most potent trailers in film history, he asserted.

**Part of Promotional Plans**

Filmed material will be scheduled as part of the program. Some new and some old help-the-scenes look at Hollywood to TV viewers, keeping them abreast of the latest in the 20th Century-Fox roster of talent, and the film industry. Additionally, it will introduce many new personalities to the public and show them behind the scenes, as in actual dramatic or musical scenes.

**Cooperation Seen Furthered**

The large-scale utilization of the television medium to promote theatre exhibition of motion pictures is expected to bring about a greater liaison between TV network, theatre and station operators for the setting of extensive cooperative and reciprocal local level exploitation campaigns.

"For a minute they would not be released to both the theatre market and the home TV market in different places," Starr said. "For a minute we will help finance them. They'll compete with us; we'll compete with them. I believe that will be both legal and socially desirable."
Roaring oldsters... right in your lap!
The thrill of being close up—actually there and taking part! Entertainment so believable that make-believe overcomes reality. These are dynamics of today's wide-screen pictures—where every seat in the house is down front.

With new technics of presentation have come new problems of production, processing, and projection—problems which the Eastman Technical Service for Motion Picture Film helps the industry to solve. Branches at strategic centers. Inquiries invited.

Address: Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

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

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

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

Reviews

"The Marauders"

Hollywood, April 14

T HE MARAUDERS may find it difficult to satisfy regular theatre patrons, since Dan Duryea registers weakly in the role of a "heavy," along with other unhappily cast members of the same title. Half-crazed and sickly, Duryea establishes himself as a general of a small band of marauders hired to wipe out Jeff Richards and his motley gang in the period following the Civil War. He takes command when land-grabbing Harry Shannon, a rancher who hired him as bookkeeper, is mortally wounded in an attempt to get rid of the "southerner." Uranus Wynm offers an offbeat portrayal as Hook, a bearded leader of the hoodlums whose get up from the hailing book that serves as his missing head. Jack Leonard and Earl Felton's screenplay has Jeff Richards getting off the marauders with the help of Lewis, his young son, David Kasday, and husband, James Anderson, who were forced to take refuge in his cabin. Richards wins his fight and the girl after Anderson is killed in an attempt to join the enemy.

There are superfluous scenes which bloody wounds are forced on the viewer. The redeeming action of the piece is found in Richards' home-made catapult that tosses jars of dynamite on the hills and spoils their attempt to send a burning wagon down the mountainside—destroys his and the cabin. Photographed in Eastman Color, the print is by Technicolor, Arthur M. Leow, Jr., produced. Gerald Maylor directed.

Running time, 80 minutes. General audience classification. Release in May.

SAMUEL D. BERN, JR.

"Escape to Burma"

(RKO)

(Supercine)

AGAINST an impressive background formed by the steaming jungles of Southern Asia, with the print by Technicolor, Benedict E. Bogdonoff has produced from fairly standard elements a melodrama that offers ample opportunity to a well-known cast to lift "Escape to Burma" well out of the so-so class of film. Director's personality, adventure, romance and suspense. Audience reaction should be favorable.

Barbara Stanwyck is the owner of a task force in the jungle near Burma. When Robert Ryan, a stranger, appears on the scene, romance blossoms. Unknown to her at the moment of the native ruler's son who was his partner. Both the British officials and the ruler's men are looking for him, the latter to try him, the latter to kill him. Ryan and Farrar employ eleventh hour, but soon admit his real purpose. Then begins a game of hide-and-seek, of chase and capture, among the three principals, until the sovereign's soldiers have cornered them in Miss Stanwyck's home. The denouement reveals that Ryan killed the prince, who was dying of the plague, to prevent his spreading contagion.

Ryan's character is the most interesting as the audience is unaware of his real personality. He acts the part of the hunted man that he is without creating any sympathy, although at the conclusion his reactions, in retrospect, all appear credible. Miss Stanwyck and Farrar are adequate in roles that demand little.

The screenplay by Talbot Jennings and Howard Donavan from a story by Kenneth Perkins relies too strongly on trite dialogue which might not be taken as seriously as intended. A bit of comedy relief is supplied by some of the elephants and various members of the monkey family, while such stalwarts of the jungle as the leopard and panther provide some additional thrills.


Conn. Censor Bill

(Continued from page 1)
or other public amusement, to determine if they are "injurious to the public," has attracted the support of a public hearing yesterday conducted by the judiciary committee.

The measure was introduced by Rep.

Conn. Censor Bill

(Continued from page 1)

Wage Law

(Continued from page 1)

rise as long over-the-due, but added that he opposed Democratic proposals to increase it still further to $1 or $2.

Mitchell's recommendations on expanding coverage of the wage-hour provisions were delivered in somewhat guarded language, indicating that the Administration will not fight for expanded coverage as much as it will try to reduce the minimum wage.

Questioned by Sen. Smith

For example, he referred to "areas of possible expanded coverage to which you may wish to give your particular and special consideration." Again, when Sen. Smith (R., N.J.) asked whether these were definite Administration recommendations for Congressional action, Mitchell replied they were "definite recommendations of the Administration that these areas be considered.'

One of the areas, he said, would be to bring under the minimum wage provisions all retailers and other local retail or service establishments operating in more than one state. He added that "there would be no requirement unless the provisions of the Act, requiring time-and-a-half for work which totals over 40 hours, were to be considered.'

Moreover, Mitchell said, the Administration would not want to cover theatres and other retail and service establishments that are primarily local in character.

Most Workers Now Covered

Mitchell also suggested that Congress might want to consider completing coverage for business that operate in interstate commerce but have employees not now subject to the Act. Officials of the Wage-Hour Administration said there might be some employees of film distribution companies who are not now covered and who may be covered if such a change were adopted. They said that distribution company workers are already subject to the Act.

Entertainment state circuits, queried for comment here yesterday on the Administration's wage proposals, indicated their approval of the plan, explaining that they needed more time to study the recommendation.

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**RKO Slate (Continued from page 1)**

ried in recent months by product shortages, it was pointed out.

All of the RKO Radio productions are in color. They are Scopace, ColorScope or another wide screen process. The 18 represent a production investment of $250,000-$300,000. They consist of both RKO Radio made and independently produced films for RKO distribution.

In the process of the RKO sales force, Grainger declared, "In my many years in the motion picture industry, the privilege to present a more attractive array of product to the exhibitors of the world would be hard to compare with the opportunity to distribute between now and Nov. 1. Money in the bank is a source of pride.

"We have worked to perfect the 18 films which we will release between now and Nov. 1, we are confident the exhibitors will find the product to be of high value. Product of this type is of top quality and is eagerly awaited by special appeal for the whole family."

**All in Color**


"Jet Pilot" is 18th


**Rhoden Heads Poll**

(Continued from page 1)

benefits. Unlike the Academy Awards, which express the choice of Holly- wood's professional people, these awards, although recognizing the help of American people, an opportunity to express their preferences in entertain- ing, the awards, it obviously useful to our producers in planning their productions.

**Re-releases Could Result**

"The awards, moreover, will bring into focus the superior qualities of a number of pictures. This will increase their boxoffice value and make it possible to re-release these during the pre-Christmas period when few if any new pictures are usually available. This should be of value both to theatres and distributors." "I wish to emphasize that this ex- pansion of the Academy's choice will do no way interfere with the Academy Awards, which traditionally take place in March, more than three months after the original release of awards have been made. We wish to preserve the full value of the Academy Awards, as well as designated them as one of the industry's public relations activities."

Rhoden indicated that shortly after the announcement that would be made by various committees that will assist him in the handling of distribution and special promotion campaigns. Arrangements also will be made for a series of special events in which the details of the project will be explained and participation of theatres encouraged.

First day of the project, one year ago by the COMPO governing committee, the poll was worked out by a committee of theatre advertising heads named the COMPO relations committee, The audience poll planning committee is composed of Mrs. Alice Farrow, director, RKO Thea- tres, chairman; Ralph W. Russell, Palace Theatre, Canton, O.; Emil P. Komppa, RKO Thea- tres, Atlanta; Paul Levi of American Theatres Corporation, Boston; Sam Lawler, Fox Midwest Theatres, and Charles T. Sturm, manager of National Theatres.

They Sell Our Pictures," the SPO column of this week in Boxoffice, presents outrageous articles on the sub- ject of running producers, exhibitors, distributors and theatre managers. The views expressed are crudely stated, generally constructive, mildly contentious in some instances, but the publication's prudent editor makes provision for adjustment, say- ing, "It is editor's earnest hope that the subject will be handled constructively and efficiently varied to bring into being a letter to the editor." The newspaper critic.

**Windsor-Detroit Church Breakfast**

DETOUR, April 14—The members of the late Rev. Daniel A. Lord, S.J., Catholic author, composer, show- man and lecturer, will be honored by a breakfast and entertainment ceremony in the church where he conducted the Sunday morning church and other community activities. The breakfast will be held on Sunday, May 1, at St. Aloysius Church. The church will follow in the Stuttler Hotel.

A Windsor-Detroit committee con- sisting of an all-star cast, produced an all-star group which successfully staged two communion-breakfasts in that city.

**Impasse of yesterday, no meeting date had been set for a meeting of the sales managers committee, the group which would take up the arbitration issues divided exhibition and distribution. Indications are that the sales managers group will take up the arbitration or the proposed round- table until the return here of Al Licht- man, sales manager and distribution director, and perhaps A. Montague, Columbia vice-president in charge of sales.

RKO heads poll

**Film Men to Aid Paris Church Fund**

Members of the American motion picture industry are serving on commit- tee of The American Catholic Ass- ociation of Paris which is endeavor- ing to raise $350,000 toward the build- ing fund for an American Catholic community center in the French capi- tal.

Eugene W. Castle, former head of Castle Films, is chairman of the commit- tee; William J. Geman, head of M.G.M., is treasurer; P. T. Garber, editor of The Hollywood Reporter, is secretary; John Lederer, president of Kodak-Pathe, Paris, is vice-president; and Charles H. Quigley, executive officer of the Paris committee.

New York headquarters for the campaign have been opened at Finland Theatre, 41st 50th St. and 60th, contri- butions are being received by Arthur F. McGuinness, campaign treasur- er, at the Chemical National Exchange Bank, 44th St. and Broadway.

**Experienced Copywriter**

Copywriter with Motion Picture experience wanted for advertising agency. Must have formal experience in advertising, writing ability in creative role, excellent command of English. Must have enthusiasm. Please send resume with salary requirements to Box 415, Motion Picture Daily.
FOR A BOXOFFICE KILLING...
THE BOLDEST BREAK-OUT IN HISTORY!

BIG HOUSE, U.S.A.

co-starring
Broderick Crawford  Ralph Meeker

also starring
Reed Hadley  William Talman  Lon Chaney  Charles Bronson

Written by
John C. Higgins  Aubrey Schenck  Howard W. Koch
Produced by
Directed by

UA
MOTION PICTURE DAILY

Vol. 77, No. 75
New York, U.S.A., Monday, April 18, 1955
Ten Cents

Editorial

TOA's New Trade Practice Stand

By Sherwin Kane

The recent TOA statement giving notice that it is prepared to join Allied States in asking for the early convening of an industry roundtable to discuss exhibitor grievances emphasizes the seriousness of the relations between exhibition and distribution existing today.

It has been long since the two organizations saw any trade problem alike.

That, in itself, is enough to make the unwary pause and take notice. But there is also the fact that TOA, these many years, has by choice and by policy followed the path of conciliation and discussion, where trade practice complaints have been concerned, as contrasted with Allied's traditional policy of direct and forceful protest and, should that prove unsavory, of walking around the corner to the station house and returning with a uniformly pointed bow.

It is not to be overlooked, either, that TOA's newly stated position is an abandonment, for the time being, at least, of another matter to which it has been almost traditionally dedicated—the establishment of an industry arbitration system to hear and endeavor to resolve industry disputes.

These all are evidences of a seriousness of mind and graveness of purpose and cause, which need to be weighed carefully by men of good will in distribution.

TOA's actions now, like Allied's, are indeed emergency measures and, in their uniformity, smack more of urgency, if not of desperation, than do their tactical maneuvering preliminary to a trade conference.

Unlike Allied, TOA has not wholly rejected arbitration, at least an arbitration without film rental jurisdiction. TOA merely says, Today's problems are urgent.

(Continued on page 2)

Censor Fight

Looms in Pa.

The state of Pennsylvania looms at the next battle-ground on the political censorship of films (front, a state-by-state canvass by Motion Picture Daily revealed here at the weekend.

As the Pennsylvania legislature prepares to reconvene in Harrisburg tomorrow, victories have been chalked up by the industry in other areas.

In Kansas, state censorship has been.

(Continued on page 11)

CBS Sets Repeat
Toll TV Program

As announced by CBS on March 20, a special program exploring both sides of the issue of subscription television will be broadcast on the CBS television network. The program has now been scheduled for Sunday, May 1, 5:15-6:30 PM, EDT, originating live from New York and will be ear.

(Continued on page 7)

Rep. Group Tells
SEC of Its Plans

The Republic Pictures Stockholders Protective Committee has entered the Securities and Exchange Commission's intentions to "go forward," it was disclosed here at the weekend.

The disclosure was made following a meeting of the committee, held on Friday. A committee spokesman said that the plans "to go forward" refered to the original aims of the committee, among them to investigate the stewardship of Republic Pictures president Herbert J. Yates.

Condemns 'Name Calling'

LIGHTMAN REJECTS
ROUND-TABLE 'NOW'

Insists That Arbitration Must Be Cleared
Up First; Insists That Goal Is In Sight

From THE DAILY Bureau

Hollywood, April 17.—"It
an industry round-table conference
of TOA at that time, Al Lichtman, distribution di-
rector of 20th Century-Fox, declared here at the weekend.

Lichtman, rejecting any approach which would by-pass arbitration, declared in a statement that first there must be "complete understanding on what matters are appropriate for dis-
cussion at a round-table industry con-
ference." He ruled out any possible discussion of sales and film rental pol-
ices at such a meeting, as suggested by Allied States Association and The-
atre Owners of America.

Lichtman, who initiated the proposal for an industry conference, listed as the second reason that such a confer-
ence could not be called now is "the atmosphere... of name calling, vitu-
(Continued on page 11)

Sol Siegel Reports
To M-G-M Today

From THE DAILY Bureau

Hollywood, April 17.—Sol C. Siegel reports to M-G-M tomorrow for conferences with studio head Dee Schary and to start work immediately on preparation of four major produc-
tions.

Under the terms of a re-
cently negotiated agreement, the Siegel produc-
tions are to be filmed at M-G-M and be released by Loew's, Inc.

Siegel's list of bookoffice successes.

(Continued on page 13)

20th to Start New
Theatre in Israel

Construction of the first American-built motion picture theatre in Israel, one especially designed for the pre-
sentation of CinemaScope films, will get under way in Tel Aviv this July by 20th Century-Fox as part of the

(Continued on page 13)
Personal Mention

ROBERT M. WEITMAN, vice-president of American Broadcasting-Paramount Theatres in charge of talent and programming, has returned to New York from the Coast.

GEORGE P. SOKOUSA, president of United Artists Theatre Circuit, became a grandfather with the birth of a son to his daughter, Trisha, who is Mrs. MARTIN SWEENEY, Jr. The baby, the second-born of George Sokoua and his wife, was born at New York Ymca-In-Hospital.

CLARK RAMSAY, executive assistant to DAVID A. LIPON, Universal Pictures vice-president; Robert Kain, studio TV and radio promotional contact, and ROBERT FARR, supervisor of trailer production, will arrive in New York today from Hollywood.

GEORGE MURPHY, M-G-M studio public relations head, arrived in New York on September 18, and left here yesterday for Buffalo.

JAMES M. TOMPEN, Stanley Warner Theatres Northeastern zone manager, has returned to New Haven from Hartford.

J. P. BRYN, Eastern M-G-M sales manager, is in Buffalo from New York.

HARRY BROWNING, home office executive of New England Theatres, Boston, was in Hartford from there.


STEVE SHELDON, Excelsior Pictures foreign representative, has returned to New York from Europe.

Sol Hurok, producer, will leave here Monday for London via B.O.A.C. Morroch.

Morris Roseenthal, of Loew's Poli, New York, has returned to his home from New Haven Hospital.

LOUISE ALBRIGHT is on a tour to Europe from New York aboard the "Liberte."

JAMES CAGNEY returned to New York over the weekend following a 10-city tour of the West.

DAVID STILLSMAN, writer, will leave New York today for Europe via B.O.A.C.

GRACE KELLY is in New York from the Coast.

Karen Sharpe to Tour

HOLLYWOOD, April 17—Karen Sharpe is set for a personal appearance tour of 10 cities in connection with her "Mad at the World," beginning with the saturation premiere on May 17 in Boston and New England on May 5.

Editorial

(Continued from page 1)

Day and Date Means Tuesday, Wednesday

Day and-date premiers don't mean a thing when the international date line involved. MGM's "Interrupted Melody" will have a special screening tomorrow in Hollywood for Marjorie Lawrence. The world premiere of the picture will be going on at the same time in Australia, but it will be Wednesday.

Columbia Completes Exploitation Meet

Columbia's nine divisional field exploiters have made a final rounding up of the company's headquarters around the country to prepare for the promotion of the company's forthcoming product fol lowing extensive interviews and discussions, chairman of the home office exploitation department, and the field men and between the exploiters in the various parts of the country. The current orientation of on-the-spot promotion with advertising and publicity material emanating from the home office.

Lazarus, LeSieur Heard

Pat N. Lazarus, Jr., vice-president in charge of exploitation and publicity, keynoted the meeting and was followed by Howard LeSieur, director of the company's public relations and exploitation, who outlined the company's general promotion policy.

Specific points were itemized in a roundtable conducted by Al Kylander, exploitation manager, and Ray Murray, assistant exploitation manager. In addition to the local publicists and media manager, spoke on Columbia's upcoming advertising campaigns, and related matters.

LeSieur, said the discussion of the use of lobby displays, accessories and other promotion aids produced by the home office.

Four councilors of the home office exploitation department participated in the meeting.

Nine Field Men Attend

The field exploitation division managers who attended the meeting are: at the Warwick Hotel included Jack Markle, Boston; Milt Young, Philadelphia; Sol Zins, Washington; Bob Weiner, Chicago; Jules Seckowitz, Detroit; Mike Newman, Los Angeles; Sammy Siegel, Seattle; Lew Maren, San Francisco and Jimmy Boyle, Dallas.

Rex Steele, WB Film Editor, Dies

HOLLYWOOD, April 17—Funeral services were held here for Rex Steele, 52, Warner Bros. film editor who died of a heart attack at his home. Steele joined Warners in 1926 and had been an editor of short subjects for many years. The awards were Academy Award winners.

For Circuit Theatres Wage Proposal Discriminatory

Sam Rosen Says

BY MURRAY HOROWITZ

The Administration's proposal to extend the Federal minimum wage to interstate theatre circuits was hit as "discriminatory" here by the week's executive vice-president of Stanley Warner.

Rosen contended that the proposal "single out" the interstate circuits, putting them at a competitive disadvantage versus a local theatre operation, although both are subject to the same local taxes and also come under the same local jurisdiction.

'Local Proposition'

Rosen, who said he spoke from a fund of knowledge garnered while a member of the Minimum Wage Board in New York State, representing the management division, said that the interstate operation is a "local proposition." Unlike a large merchandising organization that buys and sells nationally from a centralized location, Rosen maintained that theatre operation is local rather than national in character. He again pointed to the local taxes and jurisdiction to which each theatre of the SW interstate circuit is subject, the same taxes and jurisdiction imposed on intra-state theatres.

Sees Precedent Created

The Federal government itself, Rosen continued, has created the precedent the Paramount consent decree that the theatre is "strictly a local institution."

The decree, he pointed out, prevents "wholesales or "bulk" bookings by interstate theatre circuits, requiring them to book pictures individually for each individual theatre.

For Circuit Theatres Wage Proposal Discriminatory

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Exhibitors will understand why VistaVision won this year's special Academy Award when they see its presentation at the New York Paramount.

You've never seen anything like this great new method of motion picture presentation: VistaVision horizontally projected on the world's largest screen. The thrilling sense of reality and participation of clarity, brilliance and depth that is inherent in the VistaVision process, comes from many different factors. No words can adequately describe VistaVision—it must be experienced in the theatre.

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Screenplay by VALENTINE DAVIES and BEIRNE LAY, Jr.
Story by Beirne Lay, Jr. · A Paramount Picture

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LOS ANGELES ................ BEVERLY HILLS ............... April 28
PHILADELPHIA ................. STANLEY ..................... May 5
NEW ORLEANS ................ SAENGER ......................... May 6
WASHINGTON .................. CAPITOL ......................... May 12
CHICAGO ........................ STATE-LAKE ................. May 12
TORONTO ........................ IMPERIAL .................... May 12
PITTSBURGH .................... PENN ........................ May 19

IN YOUR THEATRE, TOO! The unique effects you'll see at the above engagements, are as possible in your theatre with standard equipment if your screen size is below 45 feet in width.
**Toll TV Forum for CBS**

(Continued from page 1)

**Film Dominates TV Local Programming**

*From THE DAILY Bureau*

WASHINGTON, April 17—Television stations are using more films for local programming, the National Association of Radio and Television Broadcasters reported.

The report came in connection with the release of the NARTB’s 1955 film annual, second volume in what is an annual series of handbooks designed to help telecasters in the use of films on their stations. The handbook discusses the amount of time devoted to film programs and the costs of this. This section is based on a survey of about one-fourth of all TV stations. The stations were split into five groups, according to the size of the market served. In all five groups, more local program time was devoted to filmed programs than to live programs. Saturday and Sunday carry the heaviest load of filmed programs, it was indicated.

A second section of the annual contains five live network histories on the way five local stations use films. A third section covers the methods of film operation at a large metropolitan station, and this section was prepared for the NARTB by Louis J. Climent on behalf of the Society of Motion Picture and Television Engineers.

**Bogueau’s Next**

HOLLYWOOD, April 17—Tennessee’s Partner,” Bred Hart story will be another of Benedict Cumberbatch, who was the Brattle Theatre’s headliner for a week. The show will have a three-day run.

**Combine 2 Censor Hearings—Boston**

**NARTB Stand On Pay TV Hit**

By Arthur Levey

The resolution of the National Association of Radio and Television Broadcasters, opposing subscription television as currently envisioned, shows a deplorable lack of courage and foresight by the NARTB, which has just been named president of Skiatron Electronics and Television, commented at the weekend.

Skiatron sponsors the Subscription Vision system of Pay-As-You-See television. The Executive Communications Corporation has petitioned for commercial authorization of this service.

**Sees Freedom Injured**

"At a time when program costs have already risen beyond the bounds of reason, the country looks on at the large and growing demands for better TV shows and the demands for better TV shows are louder than ever," the statement of the NARTB’s television board violates not only the dictates of good sense and good economics but ignores a basic American principle—free enterprise and free competition. Once again we hear the voice of the entrenched interests crying out for the status quo while the NARTB consideration of the public interest," Levey stated.

Skiatron’s subscription television will come, whether NARTB likes it or not, because it represents a vital and fundamental solution to the pressing economic problems currently besetting the industry. When it comes, as we have said all along, it will be a supplement to, not a replacement of, present programming, and it is intended to provide for the viewer the type and quality of TV program he cannot get—and will get—under present circumstances.

"In taking a stand against toll-TV, the NARTB has shirked one of its primary responsibilities, that of serving the public by bringing it the best entertainment to be had. Only by extending services needed to serve the needs of the nation can television ever hope to fulfill its total responsibility—"

**Says Public Favors It**

He added that, if the broadcasters did not wake up to the harsh facts of their economic life, it would be the people of America who would make the NARTB look like fools. Public opinion tests have shown overwhelming public sentiment in favor of pay-as-you-see television," Levey stated. "This is the kind of expression which, if they are indeed operating in the public interest, NARTB members cannot—and in the long run will not—ignore. Only can one hope that the association will reconsider its views so as to be able to "speak TV"—and better television—a speedy reality."

**TV Sets Sold in Feb. Under Jan., Over ’54**

WASHINGTON, April 17—Retail sales of television sets during the month of February totaled 62,685, a drop of 5,718 sets sold during January, according to figures just released by the Radio-Electronics-Television Manufacturers Association.

The retail sales figure for February of this year, while below that for January, represents a considerable gain over the total for February of 1954, when $50,007 receivers were sold.
**High Society**

*Allied Artists*  

The title—"High Society"—is ample evidence that the Boyelli Boys will have a field day, to the inevitable amusement and enjoyment of their large and avid audience. Leo Gorcey, Huntz Hall and their effusive coterie of deadbeats here find themselves opposed to a group of butliners trying to wrest control of a vast fortune from an innocent dupe. Needless to say, they frustrate the villains, in their laughing, free-and-easy, but most effective manner.

Dayton Lummis, a Baloney artist if there ever was one, blunders into the Boyelli Boys' garage and inadvertently learns that Hall's name is Jones. Realizing that he might be able to use Hall as a foil in an attempt to control an impasse, Lieber takes Hall's wing. Hall brings his pal, Gorcey and Bernard Gorcey, along on the society fling.

Subsequent sequences have the invincible Boyelli trio meeting Lummis' conniving sister, Amanda Blake, and crooked lawyer, Addison Richards, prior to the languid proceeding which signifies an all-swell-that-end's-well attitude by the Boyelli Boys toward society and vice versa. The Boys return happily to their garage.

Ben Schwalb and the veteran William Beaudine directed a competent script, much written by Robert Lawrence and Jerome S. Getler.

Others in the cast include David Condon, Ronald Keith, Dave Barry and Bennie Bartlett.


**Front Page Story**

*British Lion-Associated Artists*  

Utilizing London's Fleet Street as its background, this British Lion production is a fair drama about the people who report the daily news. This English import depicts a 24-hour period in the life of a news editor who aggressively attempts to beat out the opposition in securing the top news stories, but meanwhile becomes conscious of an impasse with his wife and family. American audiences should enjoy this film which stars Jack Hawkins, Derek Farr, Elizabeth Allan, Eva Bartok and Michael Goodliffe, all foreign players of recognized ability by U.S. patrons.

Hawkins' day begins with a quarrel with his wife, over the postponement of their vacation because of three "hunches" about possible exclusives. The first "hunch" concerns a foreign atomic scientist, who arrives in London to give a conference, but meanwhile becomes conscious of an impasse with his wife and family. American audiences should enjoy this film which stars Jack Hawkins, Derek Farr, Elizabeth Allan, Eva Bartok and Michael Goodliffe, all foreign players of recognized ability by U.S. patrons.

Meanwhile Hawkins' "hunches" pay off—the foreign atomic scientist is a real one, Miss Bartok is accused but is killed in a traffic accident, and the group of children are made orphans when their mother dies. Hawkins is also attacked by an idealistic reporter, but he manages to point out the qualities needed in journalism, and what the profession demands. Hawkins is reunited with his wife, who missed the plane, and there is the promise of a happier understanding between both.

Running time, 95 minutes. General classification. Release in April.

**Chance Meeting**

*Pacemaker*  

The problem of two-world ideologies is not resolved in this picture. It is a conflict that even the diplomats may not resolve, ideologies that apparently are impervious to the amelioration of love, pure and unpolitical.

The location in this instance is sea, a setting for a never-never "third land," and apparently ride out a fatal and final age, symbolically only. This taliolization and apparent allegory may explain why the screenplot is not made a British Academy Award. However, as presented by J. Arthur Rank through able producer Anthony Havelock-Allan and director Anthony Asquith, the picture has some roughness and inadequacies. This, too, is due to the positive virtues of tension maintained and ever-increasing, American accents and an insight into American character, and a "chase" ending, which gives points of analogy with Alfred Hitchcock's famed "39 Steps." The story has a chance meeting, at the ballet "Swan Lake," of course, of two charming and sensitive youngsters, David Knight and Odile Versoius. This meeting ripens so rapidly that they fall right into bed; and thereby hangs an ingredient important to the plot, and fatal to both; because, before long, Miss Versoius is pregnant.

By the way, this does not have a seal; nor will it apparently have one. So is it in the through.

Getting back to the lovers: Before the eventuation of retribution, they have had other agonies; he works for the American Embassy in London, she for the "Question Mark" Embassy. Whatever it is, it's an "enemy" embassy. Her father is its minister, and both have served years in jail for the revolution.

It all gets too hot when the respective embassies with suspicions of the worst begin recording the conversations of the two and their meetings. It all becomes especially poignant when the pregnancy brings an order from Miss Versoius' uncle, "Put the child down." Ozzie gets his last, and arrested, he is ordered to return to the U.S. forthwith. He escapes the restraints, makes his way to the boat train and helps her to escape her guard. The two spend a tear-hardened yet idyllic seaport night, steal a boat, and away they go.

Miss Versoius' final, chiding note, read in sorrow by her father and the American embassy men on a forlorn shore, reads: "We are not running away because we are guilty, but because you are guilty . . . without love you will destroy ourselves.

The "American angle" which the British seek so avidly in this picture, is indeed strong. Knight and his American accent, others in his embassy, are all exceedingly natural in the casual, kidding American way. Not so Hawkins, at least for the sophisticated art house audiences which would be expected to dislike stereotypes, is the portrayal of Miss Versoius' father. David Kossof is made to look like the Anglo-Saxon conception of the non-violent face mutilated beyond recognition. Far from being, the girl, Barbara Payton, as the killer, she admits having struck him for honorable reasons but never suspected it would prove fatal.

She is tried and convicted and is being brought, by train, to the state prison where she is to "die" once again. The plot is so convincing that he helps her escape and tries to solve the mystery. It is here that the flashbacks end and the two detectives pair their wits. The details are too complex to repeat, but needless to say, the girl is exonerated and not one, but two murderers are arrested.

Although the cast is generally an unknown one, they perform adequately, Miss Payton, perhaps the best known, is given a sympathetic role for a change. Langton is quite good as the cop with a conscience and Selena Royle, Gordon and Tracey Roberts play important parts in the story's motivation.

Aubrey Wisberg, who produced, also wrote the screenplay and the story, the latter in collaboration with Martin Field. Edgar G. Ulmer directed this standard thriller in standard style.

Running time, 77 minutes. General classification.

**Holt-Rosen Sign For Superscope**

HOLLYWOOD, April 17.—Holt-Rosen Productions, Inc., completed the negotiations with Superscope for filming its forthcoming two productions in Superscope. Nat Holt and Lewis Rosen and Irving and Joe Tushinsky completed the arrangements.

"Texas Lady," starring Claudette Colbert, which starts next month, and "Trumpets of Company K," scheduled for late summer, start for two productions. Edmund Grainger, president of Edmund Grainger Productions, Inc., last week announced that the six forthcoming productions for RKO will be filmed in Superscope.

**Superscope Is Chosen For Two Paramount Films**

HOLLYWOOD, April 14.—Paramount Pictures, Inc., has completed negotiations with Superscope, Inc., for use of the next two Paramount films to be filmed in the Superscope process. Both will be distributed by RKO and will be in color.

The first will be "Flight From Ben-gazi," with Richard Conte and Victor McLaglen playing the starring roles. The second production will be "High Destiny," an outdoor drama telling the story of a man and his wife who become involved in a search for uranium in the Panamint Valley of California.

**Name Manos Circuit In Percentage Suit**

COLUMBUS, O., April 17.—Disputation at the percentage actions in Federal Court here against the George Manos circuit of theatres, all but one of the complaints also having additional counts for infringement of copyright arising from alleged holding over and switching of pictures for exhibition at various theatres in disregard of time and place license limitations.

Loew's, Universal, Columbia, Warner Bros., RKO, Twentieth Century Fox and Paramount each filed its bill of complaint against defendant George A. Manos and associated individual and corporate defendants operating a circuit of 18 theatres in Toronto, Lisbon, Minerva, Newton Falls, Newcomerstown, East Palestine, Lectonia, Columbiana, Youngstown, Windham and Louisville, all in Ohio.

<table>
<thead>
<tr>
<th>Name</th>
<th>Circuit</th>
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<td>Manos</td>
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LOVE...OR A HIDING PLACE...
WHICH DID HE WANT?

It all takes place in the hot green hell of the Burma jungle!

BARBARA STANWYCK
ROBERT RYAN • DAVID FARRAR

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Escape to Burma

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Directed by ALLAN DWAN • Screenplay by TALBOT JENNINGS and HOBBY DONAVAN • Produced by BENEDICT BOGEAUS

FROM RKO THE SHOWMANSHIP COMPANY
# Motion Picture Daily's Booking Chart

<table>
<thead>
<tr>
<th>Allied Artists</th>
<th>Columbia</th>
<th>Lippert</th>
<th>M-G-M</th>
<th>Para.</th>
<th>Republic</th>
<th>RKO</th>
<th>20th-Fox</th>
<th>United Artists</th>
<th>Univ-Intl'</th>
<th>Warners</th>
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<tr>
<td>Seven Angry Men</td>
<td>Brinmond Massey</td>
<td>Dana Andrews</td>
<td>Jeffrey Hunter</td>
<td>90 min.</td>
<td>(Release 3/27/55)</td>
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<tr>
<td>The Annapolis Story</td>
<td>John Derek</td>
<td>Diane Lynn</td>
<td>John Derek</td>
<td>Kevin McCarthy</td>
<td>Alvy Moore</td>
<td>81 min.</td>
<td>(Release 3/27/55)</td>
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<tr>
<td>High Society</td>
<td>Les Gorcey</td>
<td>Rusty Hall</td>
<td>Bernard Gorcey</td>
<td>Amanda Blake</td>
<td>41 min.</td>
<td>(Release 3/27/55)</td>
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<tr>
<td>Las Vegas Shakedown</td>
<td>Dennis O'Keefe</td>
<td>Colleen Black</td>
<td>Thomas Gomez</td>
<td>Charles Winninger</td>
<td>71 min.</td>
<td>(Release 3/27/55)</td>
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<tr>
<td>Dark Venture</td>
<td>Frank Lovejoy</td>
<td>Forrest Tucker</td>
<td>Peggie Castle</td>
<td>Tim Holt</td>
<td>70 min.</td>
<td>(Release 3/27/55)</td>
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### Keys:
- **SYSTEM**: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print!); 3D—two prints; 3DII—single strip.
- **SOUND**: S—Four track magnetic stereophonic sound; SS(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.
- Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.

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- **Quest for the Lost City** (Documentary—60 min. (Rev. 12/25/55) (April Releases)
- **A Man Called Peter** (Color) Joan Peters, Richard Todd, Gil Evans (D—11)
- **Escape to Burma** (Color) Barbara Stanwyck, Frank Lovejoy, Robert Ryan (Release 3/27/55) (April Releases)
- **Berlin Express** (re-release) Warner Archive, Robert Ryan (April Releases)
- **The Adventures of Sadie** (Color) Jane Cullen, Kenneth More, George Cukor (100 min.) (April Releases)
- **The Purple Plain** (Color) Gregory Peck, Joan Crawford, Claire Trevor (100 min.) (Rev. 3/21/55) (April Releases)
- **A Bullet for Joey** (Color) Edward G. Robinson, George Raft (85 min.) (April Releases)
- **Lilacs in the Spring** (Color) Errol Flynn, Virginia Mayo (85 min.) (Release 5/11/55) (Rev. 3/21/55) (April Releases)
- **The Magnificent Matador** (Color) Martin D'Arcy, George Raft (82 min.) (Release 5/11/55) (Rev. 3/21/55) (April Releases)
- **The Lodgers** Roy Chansher, Julie Adams, Ray Danton (87 min.) (April Releases)
- **A Man Without a Star** (Color) Kirk Douglas, Jeanne Crain, Claire Trevor (100 min.) (January/February 1955) (April Releases)
- **Silent War** (Color) Ida Lupino,1953 (April Releases)
- **The Purple Plain** (Color) Gregory Peck, Joan Crawford, Claire Trevor (100 min.) (Release 3/21/55) (April Releases)
- **Lilacs in the Spring** (Color) Errol Flynn, Virginia Mayo (85 min.) (Release 5/11/55) (April Releases)
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- **The Lodgers** Roy Chansher, Julie Adams, Ray Danton (87 min.) (April Releases)
- **East of Eden** (Color) James Dean, Julie Harris, Richard Davalos, Raymond Massey (115 min.) (Rev. 3/21/55) (Release 1/13/55) (April Releases)
NY Exhibitors Study Report By Sillinlter

By LESTER DINOFF

Sillinlter & Company’s survey of the effect on local theatres of the New York City five per cent amusement tax has been completed and is now before exhibitors. Mr. Sillinlter, one of the country’s leading experts in the field of exhibition, was engaged in such an investigation at the suggestion of his firm’s CEO in order to determine the effect of the New York City tax on exhibition operations. His findings revealed that the tax would have a significant impact on local theatre operations, with an estimated $3,000,000 annual revenue for the City. The tax, which was enacted as part of the municipal budget, would have a considerable effect on theatre owners and operators. The study was conducted in collaboration with the city’s finance department and the city council. The report is expected to be released in late March.

Censor Fight

(Continued from page 1)

By LESTER DINOFF

The New York City Tax Collector’s Office has reported early that some 1,942 sources of amusement revenue in the five boroughs turned in a total of $2,110,087 for the third quarter covering December, January, and February, of 2019. While the City’s share of the tax revenue for the tax period was $1,066,873, the City Tax Collector’s office received.

In February, New York City controller Lawrence E. Gerosa revealed that the five per cent amusement tax netted $3,986,487 as of Jan. 31, since the imposition’s inception, and the tax would total $10,810,487 by June 30, the end of the present fiscal year.

Engaged in December

Sillinlter was engaged by the local theatrenmen last December in order to “discreet” the tax estimates expected at the end of a year in the New York City officials, its was said. At that time, a prominent exhibitor said that Sillinlter’s survey will include tax statistics from the collection of the tax to the end of 1934 with the market analyst’s findings to be possibly used in preparing briefs and petitions for study by Gov. Averell Harriman if and when the New York City exhibitors seek a repeal of the tax or amendment of the State Enabling Act of 1947; that measure allows municipalities to impose such taxation as the admission tax. It was learned.

Emmanuel Frisch, president of the Metropolitan Motion Picture Theatre Association, said that a number of weeks ago the survey was “almost ready.” By Friday it was learned that the report was not up to exhibitor expectations.

Court Has Appeal Before It

The use of Sillinlter’s survey is now considered to be the Court of Appeals in Albany as a signal to the city to collect the tax breakage. Also,

operation and threat.” He made refer- ence to the special treatment accorded the exhibitors to help them with “outrage- ous” tax practices.

Skouras Urged Dual Exceeding

The 20th-Fox distribution director said he issued his statement following the sentiments expressed by 20th-Fox president Byron P. Skouras. Skouras, in an exclusive interview with MOTION PICTURE DAILY, urged the expedient of both the arbitration and round-table conference projects.

The complete text of Lichtman’s statement followed.

"The remarks attributed to the president of TOA in Mon- day’s trade papers, which just reached me, caused me great personal distress, have now seen the full text of this state- ment and I am more deeply concerned than ever for the wel- fare of the industry. Vicious at- tacks on producers and distribu- tors and mere dire threats of one kind of action or another cannot create the kind of atmos- phere within which can be a fair-minded, open discussion of matters of industry concern and interest can take place.

"I think also it is high time that there be a stand by president E. D. Martin, of poison and prejudice and threat. A plan of arbitration has been the sub- ject of intense, sympathetic and serious consideration for some time. Both sides have thus far acted in good faith. Sure, there have been differences of opinion on matters which have required thoughtful consideration for solution, but the goal is in sight. Arbitration has and should continue to have priority at all times. At no time during the meetings or discussions on arbitration was there any difference of opinion between exhibitors and distributors attending these meetings on the fact that film rentals were not to be an arbritable issue.

Film Rentals Ruled Out

"In response to certain inquiries, I, acting on my own behalf and without consultation with any other company, representa- tive of distributors, suggested a con- ference of distributors and exhibitors to discuss industry problems. When I approached the sales managers of other distributors, they agreed that such a meeting might be productive of good but only on the distinct under- standing that no meeting was to be held until the plan of arbitration had been finalized. It was also made clear that at such an industry conference industry policies of any kind shall not have any appropriate subject of discussion. Specifically, film rentals of the var- ious distributors was not the subject of discussion at such a public meeting.

"The negotiating committee repre- senting exhibitors, at an informal TOA members of the committee, agreed that no round-table conference should take place until the discussions of the city, to insure that it would col- lect the tax breakage, one way or another, had an amendment to the Enabling Act introduced, passed and confirmed by both the New York State Au- thentic, Senate and governor, respec- tively, validating the collection of such breakage.

Censor Fight

(Continued from page 1)

in California, the state legislature over the discretion of the governor. In Mary- land and Virginia, the censorship of newswqers has been eliminated. In New York, although there is no activity on the legislative level, a case challenging the constitutionality of censorship in the Empire State has been filed in the courts by Ephraim London, counsel for the distributors of "Mom and Dad".

Contest News in Ohio

In Ohio, pro and anti-censorship forces are aligning themselves in the state legislature where a bill reinstat- ing censorship in the state is under consideration.

In Pennsylvania, the censorship sit- uation has been clouded by the failure of state attorneys to challenge the ad- verse recent rulings of lower state courts against censorship. However, in the legislature, censorship bills aimed at meeting the requirements of recent U.S. Supreme Court decisions are in the hopper.

Five-City Premieres For ‘Lady’ Completed

FORT WORTH, April 17.—Greer Garson, Dana Andrews, Gonzalez Alfonso and producer-director Mer- slyn LeRoy left Fort Worth for the West Coast over the weekend following their appearances at the five-city Texas world premiers of Warner Bros.’ “Strange Lady in Town” which were concluded here yesterday.

The Continentals

famous United Air Lines DC-7s
de luxe service, nonstop to Los Angeles

All the luxury and speed of United Air Lines’ deluxe DC-7s are yours—at no extra cost! "The Continentals!" nation’s fastest airliner nonstop to Los Angeles.

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UNITED AIR LINES

Call your nearest United Air Lines ticket office or an authorized travel agent
B. F. P. A. SETS UP MACHINERY TO HEAR CENSORSHIP COMPLAINTS

From THE DAILY Bureaus

LONDON, April 17.—Concern over recent decisions of the British Board of Film Censors has led to the setting up of a committee by the British Film Producers' Association to consider complaints from its members. These recent decisions have lately been held on the matter between BFP's president Robert Clark and Sir Henry French, on the one hand, and Sir Sidney Ollie (film board president) and the board's secretary, Arthur Watkins, on the other, which encourage the producers to insist on some method of appeal against the censor board decisions.

In their American counterparts, producers here commonly submit scripts to the censors board before production, but the suggestion is now made that this policy, admirable though it be in practice, may work adversely against British producers. The feeling is that the censors may be more likely to withhold their approval of a script in advance of production or put it automatically into the "X" category than to throw out completely a Hollywood completed picture.

May or May Not Act

Design of the new proposed Production Committee was suggested by a grievance which a member of its association may have and decide whether or not to press for an adjustment of the censors' decision.

The censor board, libelous, having handed down a verdict, has evinced the utmost resistance to a reversal of the decision.

Year's Delay on Vs.

Sunday Matinees

MONTPELIER, Vt., April 17.—Vermont Attorney General Robert T. Stafford has issued a ruling that under terms of a recently enacted state law, theatrical film shows on Sunday afternoon cannot be put into effect until March, 1956.

He held that Vermont towns lack authority to call special municipal meetings to approve the Sunday shows and that the regular town meetings in March, here in answer to a request for clarifications, will preside over the judicial St. Albans, Chittenden County, sponsor of the Sunday matinee bill. The measure was signed Vermont law recently by Gov. Johnson.

Boston to See 'Air'

In Vertical VV

BOSTON, April 17.—Installation of horizontal VistaVision at the 4,000-seat Metropolitan Theatre has been ruled out for the time being by officials of New England Theatres Inc., a United Paramount subsidiary, it was learned, although projectors had already arrived here.

The presence of enlarging the booth to accommodate the two additional machines was the reason given for the decision. It would have necessitated flushing out the walls on each side of the booth, taking space out of mezzanine seating, it was said. "Strategic Air Command" will be shown, in consequence, in vertical VistaVision on standard film.

HFC Out to Curb Overseas Production

From THE DAILY Bureaus

HOLLYWOOD, April 17.—The committee of six foreign producers whose production by American motion picture makers must be reckoned with, according to the Hollywood A. F. L. council, which wants its 24,000 members to try to throttle this so-called "runaway production.

The council stated that the number of pictures made abroad by American companies has risen from 22 in 1952 to 25 in 1953 and 34 in 1954.

The A. F. L. picture group, which is composed of the Association of Motion Picture Producers, the Society of Independent Motion Picture Producers, the Independent Motion Picture Producers Association and Hollywood local of IATSE, has been concerned over foreign "runaway production" since the late 1940's, but has not as yet taken any steps to stop it.

Wage Factor Uppermost

The Film Council is not opposed to pictures being made abroad to assure authenticity, but is said to be upset about those in which "U. S. producers and other interests make films in other countries in order to escape paying American wages, even to the extent of making pictures in foreign countries with locales tied in the U. S."

Skibell Brothers Building Drive-in

CLEVELAND, April 17.—Skibell Brothers have broken ground for a new 1,400-car drive-in in the Akron area, making a total of 14 theatres in the circuit, which includes 12 conventional and two outdoor, three of the regular town meetings in March, here in answer to a request for clarifications, will preside over the judicial St. Albans, Chittenden County, sponsor of the Sunday matinee bill. The measure was signed Vermont law recently by Gov. Johnson.

Stage Play Policy

At Avenue, Toronto

TORONTO, April 17.—Closed for some months, the 600-seat Avenue Theatre, Toronto, formerly a unit of the Famous Players chain, is scheduled to be re-opened April 27 under a stock-company policy by the eight-year-old New Play Society with John Hayes as manager. Previously the society had used an auditorium of the Royal Ontario Museum for its shows.

The Avenue Theatre was built 25 years ago by T. M. Shirram and the late Ray Lewis and it was operated in partnership with Famous Players. A year ago David Bros, acquired the Great Theatre here from Nat Taylor’s 20th Century Theatres for dramatic stock.

People

Bill Shirley, industry veteran, has been released from St. Joseph Hospital, Yonkers, where he underwent surgery.

Marlyn L. Friedel has re-joined the staff of United Film and Recording Studios in Chicago as national director of public relations after an affiliation with Universal studios on the Coast.

Tommy Thompson, Buena Vista representative for the Kansas City, Omaha and Des Moines territories, has opened offices in the Melcher Building, K. C.

Ronald Wedgwood has resigned as manager of the Rialto Theatre, Ottawa, to join the Federal Civil Service.

Federal Judge John Knight, who presided at the Scinde trial in Buffalo, is in the Buffalo General Hospital after being stricken at his home. His condition is reported to be good.

George Bodenheim, of Poughkeepsie, has taken over the New Theatre in Hooscick, N. Y.

Vincent Trotta, industry art director, has been elected to life membership of the Art Directors Club of New York and will be honored at a luncheon here on May 4.

Tom Whitesell has been appointed production supervisor at Transfilm, Inc. He formerly was with MPT Productions and Louis DeRochomet.

Ernie Borud, former salesman for United Film Service in Minneapolis, has purchased two drive-in theatres, one at Mohrfield and the other at Lenwood, both in South Dakota.

Oliver Klauss, formerly assistant manager of the Eastwood Theatre, Boston, has moved to the Majestic as assistant to manager Eddie Brimmer, replacing Buddy Gould, who has taken over the management of the Yule. Dillon Guggenheim, formerly Yale manager, has moved to the Fulton, succeeding William Amplem, who resigned to enter another business.

Harold Danzer of the Columbia Pictures home office exploitation staff has written his first song, "Even Then," which was published, recorded and released last week by Columbia Records.
ORLANDO'S EMPIRE STUDIO MAPS
LONG-RANGE PRODUCTION PLAN

ORLANDO, Fla., April 17.—An increased production plan was announced at the weekend by officers of Empire Studios, Inc., motion picture company. Empire's plans, long-range in their structural conception, were made known by the announcement of an issue of 60,000 shares of the company's common stock.

According to R. John Hugh, president of the Orlando company, a resolution was passed at the annual meeting of Empire stockholders at their annual meeting. Outstanding stock in the company will be recalled, and the 60,000 shares are contemplated as a long-range program that eventually will enable the independent company to turn out a program of six feature-length films a year.

Company officials say they expect to spend more than $1,500,000 in the next six months. This will include some of the basic costs in the preparation of two new films, which under the company's agreement to picture releasing contracts with Republic Studios must be ready for national distribution this winter.

A first of the pictures, which will go into production within the next 30 days, is the original story concerning the history of the legendary Seminole Indian, Osceola, as written by Frank G. Slaughter. The second film, scheduled to go before the camera late this month, is a mystery story called “Murder mystery” by a Hollywood screenwriter.

Empire's new financial program was planned and directed by Gerard R. John, Investments, Ltd., national brokers and underwriters, with main offices in St. Petersburg, which has been retained as financial advisers and fiscal agents by the film company.

Tickets were elected at the annual meeting were: R. John Hugh, president; Jack A. Nants, Dean G. Downs and H. R. Hathaway, jr., vice presidents; John E. Thomas, secretary-treasurer, and Robert H. Threadgill, assistant secretary-treasurer.

On the board of directors are: Hugh, Nants, Downs, Hathaway and Thomas, in addition to Harry H. Smith, of Orlando, William A. Slade and Robert James.

20th to Start (Continued from page 1)

Goldwyn-Pickford (Continued from page 1)

49th, ended on Friday when Superior Court Judge Paul Nourse granted Miss Pickford a $15,000 judgment, and allowed Goldwyn $819 for utilities costs against the studio space used by Miss Pickford as an office.

The Pickford claim against Goldwyn for the sum of $50,000 is her share in the revenues from his studio operation during the past six years was disallowed.

Houston's Exhibitors Fight Ad-Rate Boost

HOUSTON, Tex., April 17.—Houston theatre owners and representatives of the "Houston Post" are discussing the proposed theatre advertising increase. "It looks pretty good for us," reported Jack Farr, owner of the Trail Drive-in, "but nothing can be done until after the newspaper's convention in Chicago, which means about three weeks."

Theatre owners have refused to sign renewals of their present contracts, which will be terminated on May 1.

Seven Fox Players Here for Promotions

Seven motion picture performers, all of whom starring or featured in 20th-Century Fox forthcoming productions, are in New York.

Terrance Moore, Thelma Ritter and Fred Clark, who share billing in "Quo Vadis," were participating in promotion activities for the March release. Sylvia Sidney, Margaret Hayes and Ernest Borgnine are here for "A Guy Named Dede," and Luise Rainer, and Japanese actress Shirley Yamanuchi, who will be seen in "House of Bamboos" this summer has arrived from Tokyo.

Point of View

Villa Distribution

Preminger to India

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Delivering sharp, bright pictures to the giant screens of drive-in theatres is a problem—even with the finest projection equipment. But there’s a way you can meet this challenge of greater screen areas and longer projection throws.

First, make sure that every component in your projection system is maintained in perfect working order. Second, be certain that your lamps are trimmed with “National” carbons—so small a part of your operating cost...so large a part of picture quality.

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<td>9mm x 20” H. I. Projector Positive</td>
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<td>10mm x 20” “Hitex” Super H. I. Positive</td>
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<td>11mm x 20” H. I. Projector Positive</td>
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<td>13.6mm x 22” H. I. Projector Positive</td>
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<td>13.6mm x 22” “Hitex” Super H. I. Positive</td>
<td>L 0175</td>
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**MOTION PICTURE DAILY**

**URGES $1.25 Hourly**

AFL’s Chief

Asks Extension

Of Wage Laws

Would Cover Firms With

At Least Five Branches

*From THE DAILY Bureau*

WASHINGTON, April 18.—AFL president George Meany urged Congress to expand coverage of the Federal minimum wage law to employees of large interstate theatre circuits and other chains.

Testifying before a Senate Labor Subcommittee, Meany followed up last week’s suggestion to this effect by Labor Secretary Mitchell.

Like Mitchell, Meany said he recognizes that the law can’t be made to cover small local businesses. However, he declared, interstate chains “are capable of meeting the minimum labor standards provided in the law, and in full justice they should be required to do so.” He suggested that the law be made to cover retail service chains with at least five branches and total annual sales of at least $500,000.

Meany also urged that the present [Continued on page 3]

**Ohio Senate Group**

Okays Hours Bill

For Theatre Staffs

*Special to THE DAILY*

COLUMBUS, O., April 18—Ohio Senate Commerce and Labor committee adopted by vote of 4-2 an amendment to Senate Bill No. 208 which will permit persons over 16 to work in theatres as ushers and cashiers until 10:30 p.m. Present legal limit is 9 p.m. for boys under 18 and girls under 21. The rule is 6 p.m. for boys under 16 and girls under 18 but has [Continued on page 3]

**U’ Planning More Pictures in 3-D**

Based on the reported success of the 3-D production of “Revenge of the Creature,” Universal-International is considering several properties for production in 3-D. It was disclosed here yesterday by Al Daff, executive vice-president.

The success of “Revenge of the [Continued on page 3]

**George Gaughan Reports**

TOA Units Eye Conciliation

Project to Solve Problems

By LESTER DINOFF

In the wake of the United Theatre Association’s call for a local conciliation committee, TOA members in other parts of the United States may follow suit in organizing

**Frayne Doubts One Standard**

*From THE DAILY Bureau*

CHICAGO, April 18—There can be no single standard for all new types of projection, Dr. John Frayne, president of the Society of Motion Picture and Television Engineers, said today at the luncheon of the society’s convention.

Several standards “side-by-side” will not conflict, he said, and each wide-screen system represents one particular role of one group.

Doctor Frayne said it was too early to determine how many of the non-interchangeable systems can reach commercial success, but that it was not the duty of the society to predict which would survive. It is only the society’s duty to make available every technical improvement, he said.

In mentioning the already established standards [Continued on page 6]

**7 More Houses Set For Horizontal VV**

Seven more theatres in the U.S. and Canada within the next month will introduce the new horizontal double-frame VistaVision method of presentation, following the pattern of reconstruction and installation set by the New York Paramount Theatre [Continued on page 3]

**British Firm Using French-Developed Anamorphic Lens for Black-and-White**

*From THE DAILY Bureau*

LONDON, April 18—Coincidental with the New York announcement that 20th-Fox will withhold the CinemaScope license from films made in black-and-white, it became known here that an anamorphic lens developed in France by Cine Panoramique has been put into use by Arthur Dent on a production in Beaconsfield Studio for his Adeleiji concern. The picture is being made in black-and-white.

The lens produces a picture in the ratio of 2.55 to 1 and it is claimed that the result on the screen is indistinguishable from CinemaScope. It is understood that experiments with the lens are being carried out by the Rank Organisation technicians at Pinewood Studio.

**Stalemate Continues See Arbitration**

Challanged by Lichtman Move

Read: Critical; Others Claim a ‘Force-Out’

*By MURRAY HOROWITZ*

The rejection of the proposal for an immediate convening of an industry round-table conference was confirmed here yesterday by Walter Reade, Jr., chairman of the board of directors of Theatres Owners of America.

Reade, referring to the action of Al Lichtman, 20th Century-Fox distribution director, said he was “disappointed” by Lichtman’s position.

“Lichtman, having advocated the round-table conference now sees fit to bargain,” Reade charged. He (Lichtman) now makes the conference conditional upon an arbitration system “satisfactory to distribution,” the TOA official added.

Reade, repeating the contention made in TOA president E. D. Martin’s change-of-policy statement, cited what he called “the deep need” for a round-table conference inasmuch as [Continued on page 3]

**Settle Problems Within Industry, Goldenson Urges**

The settlement of all “outstanding problems” within the framework of the industry was advocated here yesterday by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres.

Goldenson, expressing his “own feeling,” said he felt as strongly as ever in opposition to any move seeking redress of exhibitor grievances by going to the Government, a step proposed by Allied States Association.

Goldenson made the declaration [Continued on page 6]

**WGA Elects Herbert National Chairman**

*From THE DAILY Bureau*

HOLLYWOOD, April 18—In a three-day weekend meeting held here, F. Hugh Herbert was elected national chairman of the Writers Guild of America. The first to hold the office, his term is for two years.

Among the decisions reached by [Continued on page 3]
300 Expected Today At Lodge Luncheon

A capacity turnout of more than 300 industry leaders, both lodge officials and members of Cinema Lodge are expected at the Hotel Sheraton-Astor today for the Club's annual "Luncheon" at which Max E. Youngstein, vice-president of United Artists, will be installed as president and Burton E. Robbins, National Screen Service vice-president, will be honored as the retiring president.

Attorney Principal Speaker

William I. Siegel, assistant district Attorney of Kings County and past president of the Lodge, will introduce Max E. Youngstein, current president of the Lodge, who will be installed as the new president.

Nineteen other important topics will be covered at the luncheon.

John Brown, Para. Boston Mgr., Dies

BOSTON, April 18—Funeral services for John J. Brown, general manager of Paramount here, will be held tomorrow at 11 a.m. at the Church at Puritan Lawn in the Back Bay. He died suddenly Saturday of a heart attack, while dining at the hotel where he was staying.

Brown had been with Paramount for 25 years. He was promoted to branch manager in August, 1950, from the post of assistant manager of the Boston office.

Paul Jacobs, 36

HOLLYWOOD, April 18—High Requiem Mass will be held tomorrow at St. Vincent de Paul Church, 520 North Beverly Hills, for Paul G. Jacobs, 36, associate producer of "Make Room for Daddy," and "Room for Two," starring Brice and Chester. Thomas. Jacobs died in an automobile accident Saturday morning. Eight brothers and one sister survive.

See Trust Damages Hearing in Late May

WASHINGTO, April 19 — The House Judiciary Committee is not likely to hold any hearings on discretionary damages legislation until the end of May or later.

Committee officials said that the full committee or a subcommittee was not scheduled to hear Judge Judge's bill for discretionary damages legislation until after May. The hearing will be given to the full committee or a subcommittee.

The attorney general's committee recommended that the act be given discretion to award less than treble damages in private anti-trust cases. The provisions that have been long sought by the district attorney for the state, Walter (D.) Z. has introduced legislation which aims to give judges such power.

UJA Luncheon Set For May 24 Here

The motion picture and amusement division of the United Jewish Appeal of Greater New York has set the industry's annual luncheon for May 24, at the Hotel Pierre. The announcement was made by Solomon A. Levine, chairman of the division.

The financial objective of the division committee is to raise the New York area's share of the national UJA goal of $100,000,000.

John Brown, Para. Boston Mgr., Dies

The proceeds from the premier of 20th Century-Fox's ScenioScope musical, "Daddy Long Legs," held at the Roxy Theatre here on May 5, will be assigned to the March of Dimes Fund, the film company announced yesterday.

The initial performance will be in the nature of a victory celebration as well as a reminder that the March of Dimes, which will sponsor the award of "Daddy Long Legs," continues to need funds for the perfection of the campaign in fighting polio.

8 RKO Theatres To Be Sold Under New Agreement

The Rocky Marciano-Dan Cooper boxing-weigh championship fight is scheduled to take place in San Francisco on May 16, will be seen via television in eight RKO theaters. These are the Albee, Cincinnati; Palace, Cleveland; Royal, Denver, Colorado; City: Keith, Syracuse; Palace, Rochester; Keith's, White Plains, and Fortdu in the Bronx.
See Arbitration Challenged
(Continued from page 1)

there is no telling when and if the arbitration question would ever be settled.

Meanwhile, it was felt in some TOA quarters that Lightman's statement, issued from Hollywood the past week, represented an attempt to break off negotiations on arbitration. "It practically forces us to reach a final conclusion," said a TOA leader. However, TOA as a body issued no formal statement yesterday either on whether it will continue arbitration talks or on the organization's reaction to Lightman's statement.

The question is whether TOA President Martin was unwavering for he was enroute yesterday from his headquarters in Columbus, Ga., to Pocita, Ill., where he will address a meeting of the TOA unit there today.

May Join Hands

An Allied official, commenting on Lightman's statement, said, "Don’t be surprised if TOA now joins us in the moved proposed to seek Government redress." He saw no amicable solution to the present stalemate other than "seeking different forums" for exhibitor grievances now that the round-table has been ruled out.

A question was raised as to whether Lightman in his statement spoke for distribution, replied that he reflected distribution sentiment, although Lightman spoke as an individual. To the best of his knowledge, the sales executive continued, the policy of giving top priority to arbitration is still held by distribution as a whole. He said he had heard of no change in that policy since TOA apparently lined itself up with Allied in seeking an immediate industry conference, unconditioned upon the outcome of arbitration talks.

In TOA's opinion, there was no arbitration meet or sales managers committee meeting scheduled, a condition indicative of the present stalemate.

Rhoden Is Honorary TOA Meet Chairman

The appointment of Eimer Rhoden, president of the Associated Theatres, as honorary chairman of the 1955 convention of the TOA, has been announced by E. D. Martin, TOA president. The convention is slated for the Biltmore Hotel in Los Angeles Oct. 6-9.

NBC Offers Free Time for Toll TV Pros and Cons

The National Broadcasting Co., as well as CBS, has announced that it offered the Zenith Radio Corp. 15 minutes of free time on the five television stations which NBC owns for a presentation of Zenith’s views in opposition to the Columbia television contract. The offer was made through Batten, Barton, Durstine & Osborn, advertising agency for NBC.

The network also announced that, if the offer of free time is accepted by Zenith, NBC will make equal time available to other stations to a representative organization opposed to subscription television.

Followed BBDO Request

The NBC offer followed a request by BBDO, a New York advertising agency, to purchase one-minute commercial spot announcements on the five NBC stations listed to announce agreements with NBC on television. In making its offer of 15 minutes’ free time, NBC pointed out that in view of the complexity of the issues involved in the controversy on subscription television, which is now being considered by the Federal Communications Commission, it did not feel that one minute announcements could deal adequately with the subject matter.

Therefore, that the public interest would be better served through its own research, NBC offered both NBC at a fair opportunity to present the issues to the people.

Bogeaus to Make 4 in Superscope

HOLLYWOOD, April 18.—Benedict Bogeaus Productions, Inc., yesterday completed re-negotiation of its contract with Superscope, Inc., for four Bogeaus productions to be filmed in the Superscope process instead of the two films called for in the original contract. The four films are for distribution by RKO and will be in color.

Two of the productions, “Escape to Burma,” starring Barbara Stanwyck, and “Requiem for a Mari- par,” starring Virginia Mayo, Dennis Morgan and Lance Fuller, are completed. The two forthcoming are, “Cannery Row,” starring Loring, and “Lovely Counterfeit,” starring Barbara Stanwyck and “Tennessee’s Partner.”

Boy and Bulls to Tour

King Brothers are planning to send Michel Ray, the 10-year-old star of their production, “The Boy and the Bull,” on a tour of the United States accompanied by the two bulls. The tour will play key roles in the production. RKO will distribute the CinemaScope Technicolor production.

People

Eric Johnston, while in Spokane for a few days, was named chairman of the board of Washington Brick & Lime Co., which he assisted in reorganizing in the early days.

Mrs. Doris Schary (Miriam Svet) will exhibit 26 new paintings at the Associated American Artists galleries here starting on April 26.

B. P. Brabfold and Dwight Yel- len have been appointed assistants to James T. Quick, publisher of "TV Guide."

Dolinh Southard has purchased the Nubiehe Theatre, Nubiehe, Calif., from Mrs. E. Sherrill.

Jim Holland plans to open his new theatre in Bishop, Calif., late next month.

Pete Barnes has announced the construction of the "Pow-Wow" Drive-in at Oroville, Wash. It will be constructed at a cost of $150,000, and accommodate an ample provision for additional cars in the future. It will be equipped for CinemaScope.

Paul Crel has been named house manager of the Art Theatre, Hartford.

Ted R. Gamble, theatre and radio executive, has been named a vice president of the new File-A-Way Corp. of Portland, Ore., a semi-automatic push-button parking development.

Audio-Visual, Others Sued by P.P.I., Bass

HOLLYWOOD, April 18.—Preferred Pictures, Inc., and J. Ernest Bass, president, have filed a $250,000 counterclaim damage suit in Superior Court here against National Audio Visual Association, Inc., Family Films, Inc., Sarn Herch, Herman F. Levy and Don White, charging defendants conspired to restrain the showing of the religious film, “Pilgrimage Play.”

The Hollywood Bowl Association reportedly holds a third interest in the net profits of the film.

Ohio Senate (Continued from page 1)

been amended from session to session. One bill was passed, but it was not yet known to be expected by the legislature. The bill that would enact permanently into law the temporary relief granted every two years on the restrictions on minors and females.

Ohio House Bill No. 280 which would have permitted private insurance companies to write workers’ compensation insurance, was indefinitely postponed by a house committee. Robert Wile, secretary of the Ohio State Board of Health, Ohio, spoke before the committee in opposition to the bill.

Herbert Elected (Continued from page 1)

the Eastern and Western delegates to the meetings were:

Ohio-CASTLE-USIA (Continued from page 1)

said Castle, “is boasting about the great success it is having in exhibiti- on. It is the most successful venture, particularly in the Near East.”

The USIA memorandum, which was not widely distributed, is reported to have said that many mis- conceptions regarding America and Americans were contained in modern Hollywood films and that USIA is constantly faced with the duty of cor- recting these views.

7 More Houses (Continued from page 1)

for the world premiere engagement of "Alaric the Command," which will start tomorrow night.

These additional theatres also will show "Strategic Air Command," starring James Stewart and Jane Fonda, "The New York Paramount boasts the world’s largest theatre screen" which was installed by Stewart-Las Trans Lux.

Next theatre after the Paramount to present the projection system will be the Stanley - Warner in Beverly Hills, when it opens “SAC” on April 26.

The others will be the Stanley, Philadelphia, May 5; the Saenger, New Orleans, May 6; the Capitol, Washington, May 12; the State, Chicago, May 12; the Imperial, Toron- to, May 12; and the Penn, Pittsburgh, May 15.

AFL Chief (Continued from page 1)

75 cent an hour minimum be increased to $1.25, and that the law be changed to require at the end of two years’ term for work beyond 35 hours a week, instead of the present 40 hours. The Administration is pro- posing the cents minimum, and no change in the present 40-hour week.

UA to Release Nine in May and June

United Artists will release nine feature motion pictures during the months of May and June. It was announced by William J. Heineken, vice-president in charge of distribu- tion.


Fox-CBS Deal Is for One Year

In connection with the original announcement of the 20th Cen- tury-Fox-CBS television deal in which the film company would provide new motion pictures and CBS would commit itself to carry motion pictures based on “My Friend Flicka” for CBS, it was errone- ously reported by the company that there would be a five-year deal between the two organizations. The deal is for one year with options for a further four years held by CBS, the company an- nounced.

Worldwide Services

MOTION PICTURE DAILY

Tuesday, April 19, 1955
All the Fun of Life is in it!

Songs and Dances Set Your Heart Singing!

7 GREAT SONG HITS
by Academy Award Winner
JOHNNY MERCER
SOMETHING'S GOTTA GIVE
SLUEFOOT • DADDY LONG LEGS
WELCOME EGGHEAD • C-A-T SPELLS CAT
DREAM • HISTORY OF THE BEAT

NEW ASTAIRE DANCES*
LESLIE CARON SOLOS*

2 SENSATIONAL SPECTACULARS
staged by ROLAND PETIT of the Ballet Paris!

*Full of pep and jazz—modern rhythm that will have the youngsters dancing in the aisles!

Terry Moore • Thelma Ritter

It's got the beat...the rh...
All the Joy of Love is in it!...

It's the whole world dancing to the music in your heart!

Fred Astaire  Leslie Caron

Starring in 20th CENTURY-FOX'S

Daddy Long Legs

America's best-loved story becomes its most enchanting musical in

CINEMASCOPE

Color by DELUXE

Conciliation

(Continued from page 1)

follows: If an exhibitor believed he had a grievance, he would submit the problem in writing to the president of the Illinois unit of the union, who would appoint a committee of exhibitors, none of whom would be associated with the complainant in any business affiliation. After a preliminary investigation to see if the complaint appeared to be warranted, the committee would attempt to resolve the problem between exhibitor and distributor by conciliation.

Exhibitors around the country are endorsing TOA’s stand in trade practice,” Gaughan stated. They are also expressing much interest in subscriptions to the Committee Against Pay-As-You-See TV, exhibitor’s group opposing toll-TV, the TOA field man declared.

Gaughan is here to report to top TOA leaders on his talks with theatremen.

Goldenson Advises

(Continued from page 1)

when queried on his sentiments regarding the statement issued by Al Lichtman, 20th-Century-Fox distribution director, in which Lichtman rejected an immediate convening of a round-table industry conference and put top priority on writing out an exhibition system.

The ABPT president, who also is a leader in Theatre Owners of America, said he was for everything and anything which will solve outstanding problems as soon as possible, including the proposed round-table conference. Asked what TOA’s next move will be in light of Lichtman’s statement, Goldenson explained that such a question is an organizational one and, as he put it, “I am not on the firing line” of TOA.

‘U’ Planning

(Continued from page 1)

Creatire,” in its early engagements has convinced Universal that 3-D still has considerable public interest if subject matter is properly considered and a limited deal of 3-D fare is provided, Daft said.

From the start, exhibitors were given their choice as to contributions wanted to play the 3-D or standard version of “Revenge of the Creature,” Daft said. The fact that the majority of playdates so far have been in 3-D again proves that there is a market for all types of presentation, he said.

‘Marty’ Sets Record

United Artists’ “Marty,” attained the biggest opening-week gross in the 21-year history of the New York City Sutton Theatre, it was announced by Clem Perry, general manager of RKO & Becker. The figure was $20,500.

Television -- Radio

with Pinky Herman

FROM all indications, reports, set for release tomorrow, will reveal that the “Disneyland” special NBCChanneled in the past two weeks rate higher than the original television tie-in card, . . . Robert F.Blake, for the past two years director of publicity for NBC Owned and Operated Stations, returns May 31 to CBS (he had been Dir. of Publicity for Radio) where he’ll fill the new post of Manager of Special Projects for TV Press. With 10 top-name feature films already seen TVAs national syndication, Atlantic Television Corp. will soon release another hatch, including the Barton MacLane thriller, “Captain Scarface.” . . . Arthur Godfrey is proving to be the best talent CBScoat Ed Sullivan has. . . . The Anheuser-Busch-D’Arcy Agency-Screen Gems-ChShindig last Friday at Toots Shor’s to introduce the new “Damon Runyon TV Theatre.” was the most. About 500 guests (many of whom crashed in the best “Guys & Dolls” tradition) enjoyed the food, flavor, frolic and festivities enlivened by Phil Regan and the light fantastic footage on the part of Toots.

When Julius LaRosa was a sailor in the U.S. Navy, his mates called him the ‘Perry Como’ of the Fleet. Even while he himself became a headline attraction, his adulation of Como’s artistry grew and recently when Perry Como (back from vacation in California, LaRosa’s joy was unconfined when he was asked to be Chesterfield’s CBSub. With the shifting of Como to NBC, the naming of Julius to take over the vacated slot is expected. In his new TOShow “Mister E,” packaged by Cambridge Productions and produced by Ted Edwards, stars the ‘mystery baritone,’ blonde vocally-margo Hayes and weekly fresh stars, in a sparkling musical revue designed for the stay-up-lates . . . Dr. Frances Horwich, currently NBCconducting her wonderful “Ding Dong School” from New York will move to Chicago Saturday night (next week) has been named Supervisor for Children’s Programs for the NBC Net. . . Genial Steve Libby, just back from a cross-country jaunt for the Fred Waring concert tour, ran into two buddies with whom he WISpent much time in radio endeavors back at Columbia, S. Carolina, Ron Carey, who is one of the top deejay-announcers at KVODenver and Don Norman, announcer and news WMCaster in Memphis.

Julius LaRosa

L & M Cigs picks up the tab for a new TV series, “Mr. Citizen,” which starts tomorrow night directly following “Discoyaud” on ABC with Alyn Edwards. Host and stars, Mr. Ork. Distiguished Guests from all walks of life will make the weekly “First Citizen Awards” to individuals selected for their outstanding deeds, accomplishmentor contributions to the American way of life. . . . Only six weeks of “The TV Variety Program,” Stark-Layton package, “Modern Romances,” seen daily from 4:45-5:00 p.m. and narrated by Martha Scott, has zoomed to become the highest rated drama show in daytime TV. . . . Featuring Rusty Drake and Beatrice Ramsey and tonight Laughlin and guests, are to be hosted and enuced by Shorty Warren, a new half hour TVVariety series will be shown in Saturday on WATV. . . . The forthcoming Warner Bros.-ABC-TV and 20th-Century-Fox TV programs, will feature lovely Kathy Norviz G. E. Comedytricks, . . . Lois Hunt, featured CBSinger on the Robert Q. Lewis radio program expects a visit from the Stock in July. . . . Several column ago we printed a report about Jean Shepard’s deejay WOB radio show. Every time she is seen this year coming from 11:15-11:30 and don’t be a snide surprised if he goes full network soon. Larry Dorn, producer of the program, likewise rates a plaudit or two for his platter savvy which he and Jean translate into easy listening.

John Gart

The amazing Liberee, breaking new (musical) fields to conquer TVAs his Guild Films teleseries, is currently seen in Puerto Rico, Hawaii, Canada, Cuba, Venezuela and Alaska in addition to his more than 200 markets in the U.S. . . . Currently starring as Captain Quec in the Hollywood production of “The Calm Matyn,” Lloyd Negro will re-enact a scene from the stage hit when he guests on Bob Hope’s NBC-TVer next Tuesday.

SMpte

(Continued from page 1)

lished VistaVision with double-frame-horizontal projection, the Todd-AO process employing 65 or 70-mm films which she captioned, and on whom he focused discussion about processes employing wide film, Dr. Frayne declared that introduction of new techniques has been made possible largely by the adoption of additional and parallel standards rather than by the jinking of old ones. "Keeping within the framework of our basic 35-mm standards," he stated, "Dr. Lewis has skillfully applied the operation of multi-track magnetic sound combined with anamorphic photography, and the extension of stereo-photography. "Both theaters have been accomplished by additions to, rather than replacement of, existing sound systems."

Sees ‘Multiple Modes’ Continued

Frayne went on to state that as the technical ferment continues and with possible accelerated pace as competitive wide-screen processes reach out for public acceptance, there undoubtedly will be a continuation for some time of multiple modes of presentation in the cinema, with different standards applying to the 400-seat neighborhood theatre, Radio City Music Hall and the huge drive-ins. "It is our duty as engineers to pre-determine, and thus limit in some arbitrary fashion a certain mode of production and exhibition which the studios and theatres will employ," Frayne emphasized.

He urged the engineers, as well as the professional critics, to be patient and to allow the creative artists time to adjust the film with each new medium. He said an attempt should not be made to anticipate too precisely the ultimate verdict of the public which in the last analysis is the final arbiter.

Charles Percy Heard

Charles H. Percy, president, Bell & Howell Co., who was another speaker at the society’s recent meeting, saluted his talk toward favoring the more liberal foreign trade program proposed by President Eisenhower, which is general, moderate and in the national interest.

In his speech, titled "The Foreign Trade Program of President Eisenhower," Percy declared that the motion picture industry has a direct stake in the passage of the bill now before Congress since it will tend to stimulate importing and exporting, and in the long run this should permit freer convertibility of currency, which will benefit film companies with blocked funds tied up in foreign country productions.

There are also foreign engineers who canvased at the luncheon that increased trade will mean increased foreign competition in this country. He expressed the belief that the ingenuity and resourcefulness of the American technical people will produce ways and means of doing things to the advantage of the relatively low hourly wage rates paid to foreign labor.

His Stand Is Well Known

Percy, known for his positive stand favoring the president’s proposal, stated it is in the best interest of the consumer, it will give lower prices, lower unit cost of production, lower labor, weaken our enemies and strengthen our allies.
DISCOVER A NEW HIGH IN AIR TRAVEL...

TWA's great new SUPER-G CONSTELLATIONS
NON-STOP TO LOS ANGELES
NEWEST, QUIETEST, MOST LUXURIOUS AIRLINERS IN THE SKIES TODAY!

> Created by Lockheed especially for TWA!
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Never before have so many new features been introduced in one giant airliner. Not just one, but four cabins... three beautifully appointed lavatories, rich wood-paneled interiors, adjustable reading lights, handy baggage racks, the widest and roomiest lounge chairs in transcontinental service, glare-free picture windows... much, much more.

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Newark, New Jersey: 15 Commerce St., Mitchell 3-7650
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Meet fellow passengers in the "Starlight Lounge." Relax in deep-cushioned sofas and order a drink. Choose champagne, bourbon, scotch, cocktails... with TWA's compliments, naturally.

Sleep away the miles in a berth that's even roomier than rail berths! In the morning, awaken to breakfast in bed. It's the only air sleeper service between New York and California.

Finest food in flight! Mealtime means a de luxe dinner. And any time, enjoy your favorite drink, delicious snacks or tempting canapés from TWA's galley — all at no extra cost.
A PARAMOUNT EVENT BECOMES A TV FIRST!

FROM COAST TO COAST OVER CBS-TV
8-9 P.M., E.S.T., Wednesday, April 20

"ARTHUR GODFREY AND HIS FRIENDS"

and JAMES STEWART

bring to millions an on-the-spot coverage of the World Premiere of Paramount's

"STRATEGIC AIR COMMAND"

Color by TECHNICOLOR

inaugurating the first spectacular new presentation of

VISTAVISION

on the world's largest theatre screen at the

New York PARAMOUNT Theatre

NEVER BEFORE SUCH TV COVERAGE FOR A MOTION PICTURE!
The Godfrey show reaches into America's 139 major markets. Be one of the millions who'll be looking and listening as "Arthur Godfrey and His Friends" begins at the CBS Studio and climaxes its exciting entertainment in the lobby of the New York Paramount with James Stewart, star of "Strategic Air Command."
Almost Doubled
Quarterly Net Of AB-PT Up To $1,917,000
Earnings Equal to 45¢ Per Share; 23¢ in '54

American Broadcasting-Paramount
Theatre Owners of America's quarterly net operating profit for the first quarter was almost double the earnings for the same quarter last year—$1,917,000 on 45 cents per common share as compared to $1,039,000 or 23 cents per share in 1954. President Leonard Goldenson said the increase in earnings reflected substantial improvement for both theatre operations and the American Broadcasting Co. division. With capital gains of $33,000 as (Continued on page 4)

Levy Says Talks On Arbitration Will Be Continued

Theatre Owners of America will continue negotiations on arbitration, Herman Levy, TOA general counsel, stated here yesterday. Levy, in making the statement, denied reports that TOA might pull out of arbitration talks as a consequence of the position enunciated by Al Lichtman, 20th Century-Fox distribution director, rejecting the immediate convening of a round-table industry conference.

Levy's reply to the question re—(Continued on page 5)

New Camera System For TV-Film-Kine

From THE DAILY bureau

HOLLYWOOD, April 19.—“Camera Vision,” a triple-purpose mechanism and process employing electronic and photographic cameras side-by-side to yield a motion picture, live motion, and kinescope simultaneously, was demonstrated by its owners, Philip (Continued on page 5)

TOA and Allied Leaders Hold Joint Session in Chi. Today

20th Foreign Gross Up 27%

BY LESTER DINOFF

Twentieth Century-Fox's over-all foreign earnings during the first quarter of this year are 27 per cent ahead of the comparable period in 1954, according to Murray Silverstone, president of 20th Century-Fox International Corp., who disclosed here yesterday that his company's business during the first 13 weeks of 1955 in the Latin American market had "increased some 40 per cent over 1954."

Silverstone, who returned over this past weekend from a two-month tour of Central and South America, in a press release at 20th Century-Fox home office here, reported that "Cinemasubstantial improvement for both theatre operations and the American Broadcasting Co. division. With capital gains of $33,000 as (Continued on page 4)

United Action By Exhibitors Seen by Myers

From THE DAILY bureau

WASHINGTON, April 19.—Abram F. Myers, general counsel of Allied States Association, predicted that exhibitor associations would remain united in their opposition to the "high-handed policies" of film distributors.

This was his comment on the statement last Friday by Al Lichtman, president of 20th Century-Fox distribution division, that film rental and sales policies would not be discussed at any industry round-table meeting, and that the roundtable would have to take second place to an arbitration meeting.

Myers said Lichtman had for some (Continued on page 5)

In Sales Realignment

O'Shea Heads Eastern U.S., Owen in West for Para.

Realignment of Paramount's domestic sales organization among the top echelon was announced here yesterday by George Weltner, in charge of the company's world-wide sales operations.

Under the new sales structure E. K. (Ted) O'Shea will be in charge of the Eastern United States with Hugh Owen in charge of the Western United States. Weltner stated that O'Shea had been elected a vice-president of the Paramount Film Distributing Corp. O'Shea has been a vice-president since Jan. 1, 1950.

Sidney G. Deneau becomes assistant to O'Shea and E. A. Fitter, Jr., has been named to assist Owen.

Robert J. Ruben has been assigned

Allied's EDC and the Fate of Round-Table Are Seen as Highlights of the Agenda

The long-planned joint meeting of leaders of Theatre Owners of America and Allied States Association for the purpose of discussing mutual problems and current trade practices is scheduled for today in Chicago at the Hotel Morrison. Such a joint session has been under consideration since the Allied board of directors meeting in St. Louis in February.

Today's Chicago meet will be attended, for TOA, by E. D. Martin, president; Alfred Starr, Walter Read and possibly Herman Levy, general counsel. The Allied delegation is not known officially, but it is understood to include Robert Shor, president, Jack Kirsch, Benjamin Berger, Ben Marcus and possibly Trueman Kresh. It is expected that the delay in calling the so-called industry round-table and the operational format of Allied's Emergency Defense Committee will (Continued on page 5)

U.A. Launching Global Sales Meet In London May 3

United Artists' first world-wide series of foreign sales meetings will be held in London in May 3 in a seven-day session bringing together more than 150 UA executives and representatives from 20 countries in Europe, the Near East and South Africa, it was announced yesterday by Arnold M. Picker, vice-president in charge of foreign distribution.

The London sessions, which will be conducted by Picker, will be (Continued on page 4)

Top Officials to View ‘Air’ Premiere Tonite

Radio and television star Arthur Godfrey will present the world premiere of Paramount's VistaVision production of "Strategic Air Command," which is sponsored by the Air Force Association, tonight on a coast-to-coast CBS-TV hookup from the (Continued on page 4)
20th Releases
Slate

A revised schedule of 16 "top-budgeted" productions to be released domestically between April and September of this year was announced yesterday by Frank Fox, president of M-G-M. Of the 16, 11 are in CinemaScope and in color and three are in standard dimensions.

"Angela," a Steven Pallos production directed by and starring Dennis O'Keefe, has been switched from a March to a July release. Other April releases are "A Man Called Peter," and "Violent Saturday," both in CinemaScope and color by De Luxe.

"That Lady" in CinemaScope and print by Technicolor, starring Olivia de Havilland and Gilbert Roland, has been moved up from June to May. Switched from April to May is "The Adventures of Sadie," formerly "Our Girl Friday," a George Minter presentation in Eastman color.

"Daddy Long Legs" in May

The company's third May release is "Daddy Long Legs" in CinemaScope and color by De Luxe.

June releases are "Soldier of Fortune," in CinemaScope and color by De Luxe, starring Clark Gable and Susan Hayward, produced by Buddy Adler and directed by Edward Dmytryk. "King Solomon's Mines" in CinemaScope and Eastman color, starring Maurice O'Hara and Anthony Quinn. The Edward L. Alpern presentation formerly was listed for May release.

July releases are "House of Bamboo" in CinemaScope and color by De Luxe and "How To Be Very, Very Popular" in CinemaScope and color by De Luxe. The comedy originally was slated for August release.

Two Others in July


September releases are "A Many Splendored Thing" and "The Tail Men."

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20th Releases Slate

MOTION PICTURE DAILY Wednesday, April 20, 1955

Personal Mention

MORT BLUMENSTOCK, Warner Brothers vice-president in charge of advertising-publicity, has arrived in New York from the Coast.

JOHN P. BYRNE, M-G-M Eastern sales manager; Mike Simon, director of customer relations, and Emerick Austin, in charge of exploitation, returned to New York yesterday from Buffalo.

JESSE CHECICH, assistant general sales manager for Buena Vista, left New York last week for Salt Lake City to confer with Marvin Gospard, the Rocky Mountain district supervisor.

WALTER LOWENBAUM, Transfilm executive vice-president and president of the Film Producers Association of New York, has returned home from Europe.

HERMAN WOOLE, author of "The Caine Mutiny," and Mrs. Woole will sail from New York for England today aboard the "Queen Elizabeth."

BERNARD JACOIN, I.F.E. Releasing Corp., vice-president in charge of sales, will leave New York today for Cleveland.

NAT LEVY, RKO Radio Eastern-Southern division sales manager, left New York yesterday for Dallas and Houston.

WILLIAM WINTERSTONE, manager of the Capitol Theatre, Famous Players house in Saskatoon, Sask., has left there for Europe.

HAL R. MAKEL will leave Hollywood by plane today for New York.

GEORGE MURPHY, M-G-M studio publicist, has returned to Hollywood yesterday from New York.

AL O'KEEF, West Coast exhibitor, will sail from New York today for London aboard the "Queen Elizabeth" for Europe.

MARGARET SILVERSTEIN, of American Distribution, will leave New York at the weekend for Englishtown, N. J.

DAVID WHITEFIELD, British actor, left New York for London last night via B.O.A.C. Monarch.

NOEL COWARD will leave New York for Paris tonight via BOAC Monarch.

4 in May from Columbia


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Youngstein, Other Officers, Installed
At Cinema Lodge Ceremonies At Astor

Some 375 industry officials were in attendance yesterday when Max E. Youngstein, United Artists vice-president, was installed as president of the Astor Lodge of Cinema Lodge, B’nai B’rith, at luncheon ceremonies at the Astor-Atorn Hotel here, succeeding Burton Robbins, retiring president.

William L. Shiffer, assistant district attorney of Kings County and past president of the Metropolitan Council of B’nai B’rith, was the principal speaker and the installing officer. Robert S. Benjamin, chairman of the board of UA, was chairman of the president’s luncheon; public hands Theatres executive, was ticket and arrangements chairman.

Other officers installed were Marvin Kirsch, Milton Livingston, Sol Rissner, Norman Robb, Bernard Edelman, Jack Weissman, Al Wilde and Lou Wolf, vice-presidents; treasurer, Jack Hoffberg; secretary, David Lifschitz.

Trustees installed were Max Blackman, Julius Collins, Harold Danzon, Leo Jaffe, Moses L. Kove, Joseph Maharsh, Louis A. Novins and Arthur H. Schwartz.

No Tax Relief for UK

In Commons Budget

By PETER BURNUP

LONDON, April 19.—The so-called "day of decision," Tuesday, came and went this week with no major impact. On Tuesday, the Chancellor of the Exchequer, R. A. Butler, opened his budget to the House of Commons, revealing no new tax, but instead an entertainment tax for the film industry.

Butler’s long-awaited budget message dealt only with essential financial business, including the adjustment of income tax and purchase tax before the pending general election.

Eternal Sea Opens

In Providence Today

PROVIDENCE, R. I., April 19.—A heavy program of activities, including a Chamber of Commerce luncheon honoring Admiral John M. Hoskins, producer for the Rhode Island theatre authorities, will feature the world premiere here tomorrow of Republic Pictures’ "The Eternal Sea." The film, which is based on the life story of Admiral Hoskins, will open at the KEO Albc Theatre here.

Following the screening of the picture at the Albc, films of the premiere ceremonies, as well as clips from the film, will be telecast over WJAR-TV.

Carlson Rites Tomorrow

HOLLYWOOD, April 19.—Funeral services will be held Thursday afternoon at Forest Lawn Cemetery, the Recessional, for Adolphe Erich Carlson, 59, special consultant to Technicolor Corp. officers, who died Sunday. The deceased, 26 years with the company, is survived by his widow, father, and two sisters.

Sponsor Committee

Set for V.C. Dinner

William J. German, chief banker of the Variety Club of New York, Tent No. 35, and general dinner chairman for the second annual annual V.C. dinner, has announced the following sponsoring committee for the dinner:


The dinner will be held in the Hotel Waldorf Astoria on May 2. Richard F. Walsh, international president of the Variety Club of America and the National Allied Stage Employees, has been announced as the recipient of the 1955 Hart Award of the Variety Club of New York.

Sinopoulo, Okla.
Pioneer, Dies at 76

OKLAHOMA CITY, April 19.—A Greek immigrant who came to Oklahoma in 1903 and pioneered the entertainment business here, Peter S. Sinopoulo, 76, was buried here yesterday.

He was director of the Midwest Enterprises Co., which owns film theatres in the Midwest, Warner and Sooner theatres to the Fabian-Warner circuit. At one time, this company leased six local theatres to Warner Bros. circuit.

Since the early days, Peter and John Sinopoulo have been identified with the entertainment business. Peter is president of the Midwest Enterprises Co. This company also owns the Midwest office buildings and departments in Oklahoma City, 1953. For 10 years he was in the confectionery business at St. Louis.
THE BLACKBOARD SCREAM ECHOES ACROSS THE NATION!

HOLD EXTRA TIME! IT'S A HOLD-OVER SENSATION!

5th Week — PHILADELPHIA — All-time house records broken!

6th Week — NEW YORK — Biggest in 6 years at State.
Extended Run!

5th Week — SAN FRANCISCO — Subsequent week business tops “7 Brides”, “Mogambo” and all M-G-M top hits!

4 BIG Weeks — CLEVELAND — “7 Brides” Biz!

3 BIG Weeks — BOSTON — Tops “Mogambo”, “7 Brides”

2nd Week — DETROIT — Equals “Quo Vadis” and “Ivanhoe”!

NEW OPENINGS ALL TERRIFIC! SPRINGFIELD, MASS., NORFOLK, READING, BUFFALO — Beats “Mogambo”, “7 Brides” • NEW HAVEN, BRIDGEPORT, WILMINGTON, DEL. — Beats “7 Brides”, “Executive Suite” • HARRISBURG, PROVIDENCE, HARTFORD, TOLEDO, AKRON, INDIANAPOLIS, EVANSVILLE — Beats Top M-G-M Attractions! • 2 BIG WEEKS! TRENTON, POUGHKEEPSIE — Tops “Mogambo”, “7 Brides” • EXTRA DAYS! PERTH AMBOY, MIDDLETOWN, N.Y., NEW BRUNSWICK, ASBURY PARK, LANCASTER. ALL outgrossed biggest M-G-M productions including “Mogambo” and “7 Brides” • PITTSFIELD, MASS. — Sensational Opening! • AND IT'S THE SAME EVERYWHERE!

M-G-M presents
"BLACKBOARD JUNGLE"

Starring
GLENN FORD
ANNE LOUIS FRANCIS • CALHERN

with MARGARET HAYES

Screen Play by RICHARD BROOKS
Based On the Novel by EVAN HUNTER

Directed by RICHARD BROOKS
Produced by PANDRO S. BERMAN

("GLASS SLIPPER" FLASH!
3rd Week sets All-Time Music Hall record! Philadelphia sets new high!

(Available in Perspecta Stereophonic or 1-Channel Sound)
Motion Picture Daily

Wednesday, April 20, 1955

20th Gross

Scope and stereophonic sound are the main reasons for the huge increase in Latin America, which contributes 25 per cent of the foreign gross,” said the foreign distribution executive, at this point, that 20th-Fox business during the first three weeks of the second quarter of 1955 is about $1,000,000 ahead of the corresponding period last year. He pointed out that business was excellent despite a depression of currency in certain Latin American countries.

The top Latin American market, according to Silverstone, is Brazil with Mexico a close second. CinemaScope and stereophonic sound are going strong in both, especially since the government allows exhibits free of duty to boost admission prices 80 cents per product in this medium, the 20th-Fox executive said.

Silverstone revealed that 20th-Fox had entered into a five-year agreement with the 200-screen Rio Carlos Circuit in northern Brazil whereby the circuit would have the first exhibition rights to company CinemaScope product.

Emphasis in Mexico

Mexico is a real revelation from an entertainment standpoint, Silverstone declared. Theatre construction is far ahead in Mexico than anywhere else in the world, with the possible exception of Italy, he said. “The Mexican public is enthusiastic, conscious and exhibitors, in their efforts to provide the best, all want stereophonic sound,” he said.

“This industry has extended an invitation to Sporos P. Skouras, 20th-Fox president, to help them produce CinemaScope pictures,” Silverstone said, adding that Skouras, who is almost certain to accept the invitation, will offer the Mexican government “guidance and help” in producing CinemaScope films.

Commenting on the Argentine situation, Silverstone said that producer Cesar Amadore will make two CinemaScope films in the near future under a recently reached agreement.

“Venezuela is a bonanza for CinemaScope product,” Silverstone said. “There are theatres playing day-and-date in Caracas doing a tremendous business with “Three Coins in the Fountain,” he said.

Musical Very Popular

Speaking generally on production, Silverstone said, “There is always conflict on whether films should be made either for the domestic or foreign market. The heavy selling and promotion expenses of earnings to 20th-Fox, “Musicals, which are big domestic grossers, are a different animal as they have to be dubbed,” Silverstone said. “And how could you expect dub one of Ethel Merman’s songs.”

Silverstone in press interview by saying that 20th-Fox would like to distribute more Italian, French and other Latin American films in the Latin American market.

Review

“Lady and the Tramp” (Disney-Bunya Vista)

The magic trust of Walt Disney is once again offered to the public in “Lady and the Tramp,” the first CinemaScope and color by Technicolor. Disney is constantly surprising the viewers by careful presentations of the film. The dialogue is based on the real-life events of the characters and the actors, creating a broad financial gain on their faces, watching the crowds come in.

The story is the main thing here and this one is unquestionably made to order for Disney, who presents the story between a beautiful well-bred cocker spaniel, Lady, and a happy-go-lucky mongrel, Tramp, in a manner which should appeal to theatre goers (from ten to 90). What happens when the dogs meet and undergoes adventures is that the love of motion picture magic and entertaining of the highest order.

The colorful, beautiful, the settings of the early 20th Century are happily rendered by the actors, especially those who have won advance showings of segments from the film on Disney's hour-long weekly television program, should be anxious to see this delightful picture loaded with much entertainment value. Here is enjoyment for the whole world and once the world-wide stall breaks, the picture's chances are good in Europe. The outdoor shoots with a broad financial gain on their faces, watching the crowds come in.

The music is simply marvelous, the score and the several potential hit tunes, for the voices of the animals, for the animation and the special effects and all the rest there is praise aplenty. Ethel Merman is listed as associate producer, the songs are by Harry Melrose Geronimi and Wilfred Jackson are directors, Oliver Wallace was responsible for the score and Peggy Lee and Sonny Burke for the songs.

Lady is the darling of the household, a present from a young husband to his wife and it is during a month's absence that the baby comes. Lady finds herself no longer the center of attraction. Her friends, Jock, the Scotty, and Trudy, the elderly bloodhound, try to comfort her. Tramp enters the conversation and warns of dangers ahead while the couple is away on holiday, bringing along her two Siamese cats, causing excitement in the household with Lady being muzzled. The spaniel's adventures really begin here as Tramp takes her to the zoo to escape a nuzzle off by a beaver. He takes her to the hospital and Goldenson said that the purchase by Western Union of a three-front operation in Microwave Associates, Inc. should accelerate the growth and development of this electronics company.

American Broadcasting - Paramount Theatres, Inc. has a three-interest in Microwave.

Select Markley For AB-PT Board

Sidney M. Markley, vice-president of American Broadcasting-Paramount Theatres, has been nominated to serve as the director of ABC, according to Miss Goldenson, at the annual meeting yesterday in an AB-PT proxy statement to stockholders.

Markley has been nominated to the ABC board for a vacancy created by the death of Herbert J. Schwartz, president of City Stores Co., on April 12. All other nominees to the board are up for reelection at the annual stockholders meeting, slated to be held here at the Sheraton-Astor Hotel on May 17.

Executive Salaries Listed

The proxy also disclosed the remuneration of top AB-PT officers for the 1954 year. Leonard H. Goldenson, AB-PT president, earned $9,429. It was stated, while John Balaban, president of Balaban & Katz, an AB-PT affiliate, earned $13,420.

Other earnings listed included: A. H. Blank, president of Tri-State Theatres, $35,000; J. A. Gross, vice-president of 20th-Fox Broadcasting division, $30,000; Robert E. Kintner, vice-president of ABC, $27,500; Robert H. O'Brien, vice-president and secretary of AB-PT, $24,643; and Robert E. Wilby, president of WOMPI, $20,000. ABC Westmorland Service Corp., $41,088.

Key Men Earned $888,511

All directors and officers as a group earned $888,511, it was stated. Goldenson's salary was said to have included an expense allowance of $25,000.

‘Air’ Debut

Times Square Paramount Theatre.

An impressive list of world-famed notablest and industry leaders will attend the invitational bow of the Air Force saga on the Paramount Theatre’s 65-foot-wide by 34-foot-high curved screen, said to be the world’s largest.

Tentative Approval

Of Trade Pacts

From The Daily Variety

WASHINGTON, April 19 - The Senate Finance Committee tentatively approved President Eisenhower’s re-negotiation of the three-year extension of the reciprocal trade agreements program, with authority to cut tariffs another 15 per cent.

A commerce action came on a voice vote after the committee rejected 8 to 7 a motion to extend the program for only two years with only 19 cent more cutting allowed. The committee could hold another vote in 1964, if it is determined that it is to be challenged on the Senate floor.

Chairman Byrd (D., Va.) said he hoped the committee could finish its work on Friday or Monday.

6,000, while the expense allowance for Balaban, also included in his salary, was put at $10,000.

The full committee was 18 nominated to the board: Earl E. Anderson, Balaban, Blank, John A. Coleman, Charles D. Davis, Donald E. Fish, J. F. E. Fish, Bernard Goldenson, Gross, Hinckley, Robert L. Hincliffe, Jr., William T. Kilborn, Kintner, Markley, Walter P. Marshall, Edward J. Noble, the Brown, Wilby and Owen D. Young.

UA Meeting

(Continued from page 1)

From The Daily Variety

WINTERBERG. April 19 - The afternoon session of the Executive Committee of the American Broadcasting division, $30,000; Robert E. Kintner, vice-president of ABC, $27,500; Robert H. O’Brien, vice-president and secretary of AB-PT, $24,643; and Robert E. Wilby, president of WOMPI, $20,000. ABC Westmorland Service Corp., $41,088.

Key Men Earned $888,511

All directors and officers as a group earned $888,511, it was stated. Goldenson's salary was said to have included an expense allowance of $25,000.
New Camera

(Continued from page 1)

Rivero and Arthur S. Lyons, to the lay and trade press this morning at the Republic studio. The system, six years in development, has a $75,000 price tag, and has reached a point now where service can be offered in "about two months," according to the president.

As demonstrated, with technicians who had worked on the invention throughout its development furnishing answers to technical questions, Camera Vision enables director, cinematographer, and color expert, seated together in a mobile unit, to control both cameras, which are inter-calibrated, in such wise as will give the best motion picture, live telecast, kinescope, or all three.

Three Cameras Used

In demonstration today three cameras were trained from different angles on a set where an impromptu performance was picked up and conveyed onto three screens in the mobile unit, with the director making his choice among them for kinescoping at the same time in a different department of the studio. The photographic cameras would be picking up the action at the same time, and if desired a telecast would be going out as well. The mechanism is equipped to shoot 33 minutes continuously, a half-hour telecast well within working range.

Primarily, however, as Lyons made clear, Camera Vision offers greatest usefulness to the motion picture industry, due to its assertedly extensive saving of time and money through permitting the director of the footage as it is shot of the equipment to rest the overnight for the laboratory to develop the negative.

Apparatus Will Be Leased

When offered to the trade, the Camera Vision apparatus will be made available on a lease basis, as Technicolor cameras have been leased, with specially trained crews accompanying mechanisms.

In answer to an inquiry as to how Camera Vision offers "shorter time, larger viewing electronica" demonstrated in New York last week, technicians revealed to the press that Camera Vision uses an unbracketed film. In the DuMont system, they said, uses a split beam.

Telemeter Asks New Toll TV Filing Date

From THE DAILY Bureaus

WASHINGTON, April 19.—International Telemeter Corp., today asked the Federal Communications Commission for a block of television time, established in the May 9 deadline for filing comment on toll television.

Telemeter, 80 per cent owned by Paramount Pictures, is one of the firms seeking FCC approval of toll television scheduling. The request for an extension was filed by the law firm of Arnold, Fortas and Porter, said the suggestion for the one-month extension had been suggested in the committee, the Exhibitor Committee Against Toll Television, the National Association of Radio and Television Executives, and the National Association of Independent Stations, and that all had indicated they would not to object the extra month.

The FCC chairman McConoughy last week said he expected there would be requests for postponement of the deadline, and indicated he would be inclined to approve all such requests. As a final appeal for the postponement, Telemeter said that Harry Pottkin, the attorney working on Telemeter's request, had been accepted for a detached retainer, that he would be laid up for four to five weeks, and that other attorneys have had to take his place working on the presentation need more time to familiarize themselves with the case.

SCTOA Pulls Out of Arbitration

"If arbitration isn’t dead, they buried it alive," Harry C. Arthur, Jr., president of Southern California Theatre Owners Association, declared here yesterday.

Arthur said that his organization is no longer interested in arbitration negotiations. Referring to recent arbitration talks, Arthur said that the agreement would be like a windmill and nothing will come of it." SCTOA was one of the exhibitor organizations participating in arbitration talks through exhibitor representatives here.

H-63 to Support Hourly Wage Boost

The Home Office Employees Union, Local H-63, IATSE, will support the recent Administration proposal to boost the present hourly rates, it was announced here yesterday by Russell M. Moss, president.

The proposal to boost minimum wage rates from 75 cents per hour to $1.25 per hour for wage earners in the movie industry was, according to Moss declared.

It is a recognition by the present Administration that the present hourly minimum rate is not even an existence wage, let alone a living wage which should be paid to American workers,” Moss stated.

Congress through the Walsh-Healey Public Contracts Administrations, has long recognized the inadequacy of 75 cents per hour and in view of the very prosperous condition of our national economy, including all segments of the motion picture industry, it seems unbelievable that this necessary and humanitarian bill, the H-63 vice-president said.

Urges General Support

"The motion picture industry, long recognized as a stabilizing force in our national economy, since it has received substantial concessions and assistance from the Federal Government, through the action of admission taxes as well as assistance in securing foreign exchange, should, in our opinion, be a firm supporter of this proposal," Moss said. It is to be hoped that the Eisenhow proposal for a higher minimum wage will be passed during the present term of Congress and all branches of the motion picture industry should support it, he stated.

Moss also said that H-63 had contacted by telegram every member of the Congressional delegation from New York in both the Senate and House and has requested that they cosponsor a $1.25 per hour minimum living wage to be payable under the law to all wage earners.

TOA-Allied

highlight the agenda. The EDC consists of Marcus, Kirsch, Berger and Lyons and other TOA workers with Allied in exploiting the latter’s plan to go to the government for relief problems, though nothing but the issue appears certain to be discussed.

In the belief of the final results of the Chicago meeting, industry observers here yesterday expressed the belief that Allied would work closer together than ever before on industry matters.

Levy Says

regarding the withdrawal reports appeared to be supported in a one-paragraph statement issued by E. D. Martin, TOA president, from Peoria, Ill.

"The statement, in answer to "questions, to the position stated by Lichtenstein, "Nothing in Lichtenstein’s reply calls for any revision in the TOA statement or position."

The TOA statement, issued last week, titled "A Call to Action," described the recent tanker arbitratio talks, although it advocated the immediate convening of an industry-wide conference of "Congress teams", trade practices and other matters.

Text of Martin Statement

The full text of Martin’s statement, issued by TOA headquarters here, follows:

"The Call to Action statement, issued last week speaks for itself, and is as appropriate and sincere now as it was when it was issued. Notice is hereby, Lichtenstein’s reply calls for any revision in the TOA statement or position."

Lichtenstein in his reply, gave top priority to arbitration and conditioned the calling of a round-table conference on the provision of an election film rentals as a technical discussion, under other conditions.

Myers’ View

(Continued from page 1)

time been a leading advocate of merging all exhibitor groups into one organization, he reacts to his first act of Hutchins as though it were a green psrennum.

Lichtenstein, however, will have to get used to united action by the exhibitors, Myers said, “because the exhibitors are aroused as never before and are going to hang together in opposition to the high-handed policies of himself and his colleagues on the distributors’ national committee”.

Zenith Accepts CBS May 1 Toll-TV Show

CHICAGO, April 19—Commander E. F. McDonald, Jr., president of Zenith Radio Corp., has informed the Columbia Broadcasting System that it is invited to participate in first subscription television on May 3 has been accepted and that W. Theodore Pierson, Washing-"n, editor of the "Radio-Television" will be the producer of the "American Bandstand" show that will be telecast on the television show.

McDonald, in his wire to CBS, made mention of the "balance of fair," that characterized the "Omnibus" program debate on toll- TV and the CBS refusal to allow a Phonevision commercial.

Cosmopolitan-UA Fashion Tie-Up

"COSMOPOLITAN’s" May issue has a 13-page fashion section promoting UA’s "Summerize" featuring Katharine Hepburn. The Lopert picture, which was photographed in Venice, Italy, is presented as "an unusual "Cosmopo- mo" fashion section. In addition, a photo of Miss Hepburn taken on location appears on each editorial page of the section. These pages are devoted to fashions inspired by the feminine cast of "Summerize."

Full page ads show "Summerize" fashions created by Ernest Banks, Sportkraft, Sporteens, and Catalina fabric companies. They will be sold at Macy’s, New York; Bamber- ger and Co., Newark; Macy’s, San Francisco; Davidson’s, Atlanta; La Salle’s, Toledo, Ohio; and in other department stores and shops located in cities across the nation. Theatre managers can contact department stores and shops to sell "Summerize" fashions for merchandising tie-ups of all kinds.

The Lopert picture is offering four trips to Venice to winners of the "Summerize" contest advertised in the May issue of "Cosmopolitan."

Cosmopolitan-UA has a 16-page full color "Summerize" ad on the inside front cover of this issue of "Cosmopolitan."

Theatre managers can obtain fashion tie-up details from David P. Porte, 57th Street and 8th Ave., New York.

"Woman’s Home Companion’s" May issue has an attractive color ad on Walt Disney’s "Lady and the Tramp."

"Life" in its current issue has a two page spread of beautifully colored photos of the Academy Award winners, including Hitchcock, departing on a trip to Hollywood. Two of these photos are of Grace Kelly, star of "The Country Girl," and Kim Novak, star of "On the Waterfront."

Bob Hope, star of "The Seven Little Fors", has written a very informative article for the May issue of "Good Housekeeping."

"Blackboard Jungle" is reviewed in the current issue of "Look." Many highly dramatic production photos were selected to illustrate the review of this timely M-G-M picture which, "Looks" reports, "does credit to its producers."

In the same issue is an eye-catching color page ad on Columbia’s "Tight Spot."

John O’Hara, in the current issue of "Collier’s" has dealt with the story of the Burmese actress, Win Min Tham, starred in "The Purple Plain."

More than 64,644,500 newspaper readers of Sunday issues, which include the "American Weekly" and "Parade," plus more than 500 other publications, will read full-page color ads on M-G-M’s "The Prodigal," starting May 1.

WALTER HAAS
We went to Spain to make That Lady

AND what a pleasure it was to make "That Lady"...to bring you the flaming story of a woman who conquered a king...yet trembled in the arms of a commoner when he whispered, "You've been a widow too long!"...Now you know why it was such a great best-selling novel...why Katharine Cornell chose to star in it on the Broadway stage...why we traveled to storied cities, fabulous locales, thrill-crowded bullfight arenas...with stars, director, CinemaScope cameras and technical crews. Everyone will talk about "That Lady"—the picture that shocked a nation!

OLIVIA de HAVILLAND • GILBERT ROLAND
in That Lady in CinemaScope

Introducing PAUL SCOFIELD co-starring FRANCOISE ROSAY • DENNIS PRICE
Produced by SY BARTLETT • Directed by TERENCE YOUNG • Screenplay by ANTHONY VEILLER and SY BARTLETT
From the Novel by Kate O'Brien • Color by DELUXE • An Atalanta Production • Released by 20th Century-Fox

“DATE THAT LADY FROM 20th FOR YOUR BEST PLAYING TIME!”
On ‘Biggest Screen’

Finds New VS Innovations ‘Breath-taking’

Calls Some Scenes Close To Medium of Cinerama

By MURRAY HOROWITZ

Cinematic results of Paramount’s new VistaVision developments, as contained in “Strategic Air Command” and as seen yesterday at the New York Paramount Theatre, are breathtaking in many sequences.

Air-borne scenes, projected on what is claimed to be the world’s largest screen, achieve a pictorial effect as close to Cinerama as yet achieved by any medium, in the opinion of this reporter.

The dramatic cinematic qualities in

(Continued on page 6)

Toll TV Time Is Extended

From THE DAILY Bureau

WASHINGTON, April 20.—The Federal Communications Commission has decided to grant a one-month extension in the May 9 deadline for filing comment on subscription television.

The commission’s decision was made secretly at a meeting today, and will likely be announced publicly tomorrow. The extension was requested by International Telemeter Corp., but

(Continued on page 6)

Sees ‘Strategic’ As Money-Maker

“Strategic Air Command” looks like a dependable money-maker,” the review in the MOTION PICTURE DAILY issue of March 31 stated.

The April 20 advice is by William R. Weaver, editor of the MOTION PICTURE DAILY.

Watching the world premiere last night as more than 3,000 persons jammed the Paramount Theatre for the invitational opening of “Strategic Air Command,” starring James Stewart and June Allyson.

Thousands of spectators gathered to watch the world premiere. Air Force and Navy generals and admirals, members of the diplomatic corps and famous sports personalities who were among the premiere audience.

Opening night excitement was further raised by the searchlights, television and newscast light and the flash bulbs exploded by a score of press cameramen who photographed

(Continued on page 3)

TOA Independents Should Pull Out and Join Allied

By AL STEEN

Every “strictly independent” exhibitor-member of Theatre Owners of America should withdraw from the organization and join Allied States Association, said here yesterday.

Harry Arthur, president of the Southern California Theatre Owners Association, said he is confident that TOA and Allied should be for the “Sinopure” independents, he asserted.

New York experienced the most brilliant premiere in its history last night as more than 3,000 persons jammed the Paramount Theatre for the invitational opening of “Strategic Air Command,” starring James Stewart and June Allyson.

Thousands of spectators gathered to watch the world premiere. Air Force and Navy generals and admirals, members of the diplomatic corps and famous sports personalities who were among the premiere audience.

Opening night excitement was further raised by the searchlights, television and newscast light and the flash bulbs exploded by a score of press cameramen who photographed

(Continued on page 3)

TOA, Allied Ask Company Heads to Meet

Joint Exhibitor Sessions Urge Industry Conclave

CHICAGO, April 20—The leaders of Theatre Owners of America and Allied States Association have extended an invitation to the presidents of all film companies to attend a top-level industry conference on May 24 in New York to discuss and act upon the pressing and acute problems of exhibition.

Following a meeting between TOA and Allied at the Hotel Morrison here today, the first meeting that has been ever held between both groups on exhibition problems, a joint statement was issued.

“The committee for TOA, composed of E. D. Martin, Walter Beadle, Jr., Alfred Stare and Myron Blank, met with a committee from national Allied consisting of Ruben Shor, Ben Marcus, Ben Berger and Jack Kirsch to discuss mutual exhibition problems.

This joint Allied-TOA committee

(Continued on page 3)

Keough Dies; Para. Counsel

Austin C. Keough, vice-president, general counsel, secretary and a director of Paramount Pictures, died yesterday in New York Hospital after a long illness. He would have observed his 67th birthday on June 11.

Keough had been in ill health for several years. He took a leave of absence last summer and returned to his office on a limited schedule to the fall.

After serving as a sergeant in the 104th Field Signal Battalion in World War I, Keough

(Continued on page 6)
MOTION PICTURE DAILY

Thursday, April 21, 1955

Personal Mention

S. O. L. A. SCHWARTZ, president of RKO Theatres, and Mrs. Schwartz will return from New York next Wednesday aboard the "United States" for Europe.

DAVID A. LIPPTON, Universal Pictures, vice-president, will arrive in New York from Hollywood on Sunday.

JOHN E. GLENN, vice-president of Warner Brothers International, will leave New York by plane today for Japan.

ARNOLD M. PICKER, United Artists, vice-president in charge of foreign distribution, will leave New York for London and Cannes.

LILIAN LANG, fashion sales and promotion manager of "Photoplay," will leave here over the weekend for the West Coast.

PHYLLIS CALVERT, British actress, is scheduled to arrive in New York today from London via B.O.A.C. Monarch.

ANDRE COLLING, director of Societe Technicolor, near Paris, has arrived in New York from France.

MERYN LEROY, director, arrived here by plane yesterday from Texas.

PEDRO ARRENDADAR, actor, will leave Rome today for Hollywood.

Goldwyn Top Bidder For H'wood Studio

Hollywood, April 20 — The long litigation between Samuel Goldwyn and Max Pickford over their jointly owned studio, known in recent years as the Samuel Goldwyn Studio, ended today when Goldwyn acquired the property at auction in Superior Court Judge Paul Nourse's court for $1,920,000.

The amount, offered by Goldwyn representative James Muvelly calls for the former to pay the latter $984,000. In sealed bids submitted on April 4, Max Pickford offered $1,250,000 and outbidding Goldwyn. Although the public was invited to today's auction, only Goldwyn and Miss Pickford bid for the disputed property, which includes nine acres in Hollywood plus buildings. The directors started in November, 1948.

Allen as Benny Goodman

Steve Allen has been signed by Universal-International to play the part of Benny Goodman, the bandleader, in the company's forthcoming production of "The Benny Goodman Story," it was announced today by Edward Muhl, U-I vice-president in charge of production.

To permit Allen to continue his NBC television variety show, the entire program company will be moved temporarily to the West Coast. Shooting is scheduled to start June 27.

Record Ad Budget for 'Stranger'

By LESTER DIONOFF

United Artists, which plans to allocate some $6,000,000 for advertising of 48 feature motion pictures released during 1955, may set an all-time high in advertising budgets for "Not As A Stranger." Stanley Kramer's production of "Not As A Stranger," which is set for domestic release on July 1, according to Francis M. Winikus, national director of advertising, publicity and exploitation for UA.

The distribution company, which spent $4,800,000 in advertising 50 films last year, has already spent $500,000 for promotion of Kramer's film and has requested the producer's sales manager, George Schaefer, to approve a tentative advertising budget of $1,000,000 for the picture, Winikus said here yesterday.

Items of Expenditures

In breaking down the amount of money spent on "Not As A Stranger," the fact, Winikus revealed that the final advertising budget may set an industry high. The ad-publicity execution, he disclosed that UA had spent thus far: $275,000 for the script of the story in galley; $105,000 during the 60 days of shooting and selling "Not As A Stranger" as a book; $45,000 for about 2,500-2,400 sheets which glow at night to be printed during May in London; $120,000 for pre-release advertisements in New York and Los Angeles newspapers; $117,000 on 300 line advertisements for newspapers in every exchange city, before co-operative advertising selling the characters in the picture; $35,000 in national advertising, $150,000 for supplemental magazine advertising.

Winikus also said that there had been earlier expenditures of planing promotional material. 

10 to 13% of Gross

While UA has not been able to set a definite expenditure on advertising due to producer's pressure, it was said that the amount of money delegated for advertising is roughly between 10 to 13 per cent of the total expectations of the picture's gross. Commenting on the overall budget of $6,000,000, Winikus said that "Not As A Stranger" has "Summer time, "Night Of The Hunter," "Gentlemen Marry Brunettes" and The "Kings Row" advertising budget to be in the neighborhood of $4,000,000.

Heads WB Trailers

Hollywood, April 20 — Roy Brickealer was appointed head of the Warner Bros. Studios trailer department to succeed Art Silver whose assistant he has been for several years. Brickealer will report later this week to head the "Behind the Scenes" division of the new Warner Bros.-ABC-TV project, "Warner Bros. Presents."

Promises No More 'Bad Cop Pictures'

HOUStON, April 20 — No more "bad cop" pictures will be produced by the Production Code Administration, according to Senator Jack L. Young, chairman of the Los Angeles Police Department's Special Committee which was revealed today in Halsted's report to the annual National Conference of Police Associations in Los Angeles.

Sergeant Halsted, chairman, and Capt. Stanley Sheldon, representative of the Los Angeles City Chiefs of Police, were selected as the committee to urge Hollywood producers to refrain from portraying police officers in a bad light.

Sergeant Halsted told the conference that the PCA had admitted that it had been "deluged" with letters from all parts of the country complaining about the harmful effects of such pictures, not only from police, but from the public as well.

'Melody' Premiere Held in Melbourne

The world premiere of M-G-M's "Intermittent Melody," held yesterday at the Metro-Collins St. Theatre in Melbourne, Australia, was the biggest event in the motion picture history of that continent, according to cable from Melbourne's Variety correspondent, Mr. N. Bernard Freeman, managing director for M-G-M in Australia. The film tells the life story of Marjorie Lawrence, Metropolitan Opera star, who spent her early years in a small town not far from Melbourne.

Ann Miller is Hostess

Ann Miller, dancing star who represented M-G-M at the Melbourne premiere, which was held for the benefit of the Royal Women's Hospital, welcomed the guests, including the Lord Mayor of Melbourne, chiefs of the Australian armed forces, the American consul and prominent personalities in the social, business and artistic life of the city.

"Intermittent Melody" will have its next engagement at the Radio City Music Hall here following "The Glass Slipper."

HOT SPRINGS, Ark., April 20 — More than 300 friends of Marjorie Lawrence, her husband, Dr. Thomas King, and "M-G-M" Theatre here this morning for a private screening of M-G-M's "Intermittent Melody" based on the life of the star.

Triofilm to Make Rosenblatt Film

Plans to produce a film based on the life of the late Jewish Cantor Rosenblatt were announced yesterday by Ned Jakobs, managing director of Triofilm, of Amsterdam, Holland.

The announcement, issued by Triofilm offices in New York, stated that Jakobs, a former Broadway producer, will return to the U. S. next month to select the best material for the screen play and to star the play. Late in July, he expects to return to Europe and begin shooting this fall in the Netherlands, Belgium, France and Switzerland.

Mitchell to WB

HOLLYWOOD, April 20 — "The Court Martial of Billy Mitchell," story of the events in the career of General William Mitchell, who was killed in airmail crash near the Hawaiian Islands, will be made into a picture and released by Warner Bros. The plane will be an old World War II B-24 Liberator, as the Air Force will be brought to the screen as a United States Pictures Production for Warner Bros., released through the Warners' Motion Picture Herald, Motion Picture and Television Almanac, Farm. Entered as second-class matter Sept. 21, 1923, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and 50c foreign; single copies, 10c.

News Roundup

FILE JERSEY Anti-Trust Suit

Treblo damages amounting to $300,000 were asked in an anti-trust suit filed in New York Federal Court by the Fulton Amusement Co., operating the Fulton Theatre in Jersey City. Eight distributors were named as defendant.

The plaintiffs charge that the defendants have imposed unreasonable and illegal clearances against the Fulton, English Theater in Hoboken and the DeWitt in Bayonne and other houses in downtown Jersey City.

Installs AMANDA

AMANDA is now installed in New Haven's Paramount Theatre, first local house to employ Southern New England Telephone Co.'s automatic answering machine. AMANDA is the public utility's informal designation for modern device—AM for automatic; AN for answering; D for device; and A to make term phonetic.

Persons who dial regular theatre number—MA 4-1919—hear recorded message giving names of features, etc.

Set Drive-In Opening

An all-time completion date is slated for the Hollywood Drive-In Theatre, $250,000 project being built by the E. M. Loew's Theatres, at Ridgeway, Conn. The circuit has installed a screen, measuring 103 feet wide and 69 feet high, at the Farmington (Conn) Drive-in.

Plan New Drive-in

A 450-car drive-in is being projected for Sidney, N. Y., Delaware County.

New 5-Year Pact for WB's Wolfe Cohen

Signing of Wolfe Cohen, president of Warner Bros. Pictures International Corp., to a new five-year contract was announced yesterday. Cohen joined Warner Bros. 30 years ago in Canada as branch manager in St. John, became Canadian district manager in 1936, and in 1944 came to the New York home office to take charge of the company's offices in Latin America and the Far East.

In 1948, Cohen was elevated to president of Warner International with supervision over the company's foreign activities.
TOA-Allied

(Continued from page 1)

has wired invitations to the presidents of all film companies to a top level industry conference in New York to discuss and act upon the pressing and acute problems of exhibition.

This committee strongly feels the immediate need of this conference among these men of good faith in an effort to improve the relations between the motion picture industry and their customers and to the mutual benefit of both.

"The committee is of the firm belief that the industry conference as called is of the greatest importance to the industry and should be given top priority. It is believed that the presidents of the film companies will recognize the urgency of this conference; one at which we will attend and cooperate."

"Complete Agreement"

Martin, in a statement concerning the secret meeting which was exclusively reported in the Motion Picture Daily yesterday, continued, "we had complete agreement between TOA and Allied officials, a unanimity of thinking that film and sales policies were exhibited by皖 such a problem and that every effort must be made to obtain relief from their present-suppressed position."

"We have faith in the industry conference called by Allied and TOA and will make every effort to work for industry harmony and a successful solution to exhibitor problems," Martin said. "Short of this, the officers and directors of TOA will seek relief through any other means necessary," he added.

The joint statement of the two groups came on the heels of the statement issued by Al Lichtman, 20th Century-Fox distribution director, rejecting an immediate rally call to industry conference and giving top priority to the settlement of the arbitration issue.

Command Debut

(Continued from page 1)

the celebrities on their way into the theater.

Another big crowd attraction was the Air Force display set up in the center of Times Square in connection with the Board of Governors announcement of "Strategic Air Command," which will get under way today. Racer and other control devices were put on display in time for the premiere.

The premiere guests included James Stewart, who received the Citation of Honor from the Air Force Association, which served as co-sponsor with Paramount of the premiere. Stewart was honored for his public service and artistic achievement for his work in "Strategic Air Command." Also present was Grace Kelly.

The red-carpeted proceedings were covered by the coast-to-coast television facilities of CBS-TV.

WB's Sea Chase To Launch Festival

Warner Bros. "The Sea Chase," Cinemascope adventure drama starring John Wayne and Lana Turner, has been selected as the motion picture presentation of the Southern Motion Picture Festival," a 30-day program which will take place simultaneously throughout the southern states beginning May 16.

"The Sea Chase" is scheduled to open in more than 300 theaters in Florida and Georgia during the first week of the festival. During the festival month, national press will be invited to the screenings, newspaper merchants, radio and television stations and civic groups throughout all of Southern states.

A festival kick-off luncheon will be held in Atlanta on Tuesday, May 17, attended by Gov. Marvin Griffin of Georgia and the mayors of several cities.

Smith to Coordinate ABC-WB Video Show

J. English Smith, program service manager for the American Broadcasting Co.'s television network, has been named co-ordinator of "Warner Brothers' presentation of the evening series which will open over the ABC-TV network on Sept. 13 at 10 p.m. (Eastern Daylight Time)." it was announced here yesterday.

Smith will move his offices from the network's headquarters here to the Warner Bros. studio in Burbank shortly.

Southern cities. At the luncheon, Governor Griffin will present an official proclamation designating May 16 to 30 as Movie Festival Month in Georgia.

On the same day similar luncheons will be held in Tennessee, Florida and Alabama.

Reviews

"The Man From Bitter Ridge" (Universal-International)

Hollywood, April 20

Lex Barker and Stephen McNally, both on the right side of the law, fight a good deal, with each other and, together, against people on both sides of the law. When the conflict just becomes too forceful for the heart of Mara Corday, in this well-constructed, firmly directed and convincingly performed Western, it is a production in Eastman color of a type so long expected.

It is a production by Lawrence Roman for director William MacLeod Raine and an adaptation by Tedderman Sherman of a novel of William MacLeod Raine and John Ireland. Lex Barker keeps the straightforward story rolling steadily along without a break in interest. All in all, the picture promises to uphold in all quarters Universal's noblest record of success with Westerns in color.

The sheepmen are the victors in the conflict that animates "The Man From Bitter Ridge," although the cow men are not the heavies in this case, the only angles that are taken from the business of herding the sheep. Barker, through the sheer force of his personality, is able to overcome the obstacles and problems he must face. He is regarded by his friends as a man of great integrity and sincerity and a man who can be trusted to get the job done.

"The Man From Bitter Ridge" was directed by William MacLeod Raine and produced by Tedderman Sherman. It stars Lex Barker, John Ireland, Patricia Medford, Stephen McNally, and others.

By P. R. O'BRIEN

Color in Films Better than TV, SMPTE Told

From THE DAILY Bureau

CHICAGO, April 20.—In the field of color, the leadership held by motion pictures over television was today augmented, Donald C. Fink of Philco declared here today in a paper read to the Society of Motion Picture Television Engineers now in convention here.

The paper, read by Axel Jensen, of the SMPTE vice-president, placed the responsibility for rapid progress in color TV squarely on the television engineers.

Fink, director of research for Philco, stated that the advantage held by motion pictures is due to the fact that the manufacture of film and its processing are much more standardized than the corresponding processes in photography and transmission in color television.

Sees Market Saturated

He expressed the belief that the television industry soon will face a situation that has faced the automobile industry two decades ago: a market saturated with buyers looking for something better, in looks and performance, than they now have. From his hope is realized, the television industry will respond as the auto industry has . . . with a steady and increasing market demand, accompanied, if necessary, by a corresponding upgrade of price.

Urges Quality Standards For Closed Circuit TV

CHICAGO, April 20.—If closed-circuit television is to continue its "great growth" there is a need for the establishment of quality standards in order to stabilize the medium, Nathan Halpern, president of Theatre Network Television, said in addressing the Society of Motion Picture and Television Engineers at the Hotel Drake here yesterday.

"Novelty and experimentation can no longer carry the day," he commented. "More and more, closed circuit TV is being judged by its performance on a practical and regular basis. He said in criticizing recent arrivals in the field who are impeding the success of the medium by leasing and operating inferior equipment, without the background or experience to do the proper job."

Cite Stockholm Meet's Standardization Role

CHICAGO, April 20.—The PH2 and Standards Committee, in discussion with the U. S. delegation to the second meeting of the International Standardization Organization's color committee, "for the purpose of establishing uniform color television pictures and equipment back and forth between all countries," the U. S. delegation, Headed by DuPont presided over the discussion session.

Dr. White, who will head the U. S. delegation, announced that the PH2 Committee, working in cooperation with the U. S. delegations of the pertinent U. S. standards to other national bodies, and the U. S. position on in areas known to be controversial.
NOW HEAR THIS!

UNIVERSAL

THE MOTION

Kenneth Dodson's

Away All

IN VISTAVISION PRINT BY TECHNICOLOR

NOW ON LOCATION

IN THE CARIBBEAN!

BEING PRODUCED ON A SCALE OF MAGNITUDE
VistaVision

(Continued from page 1)

hercet in the new refinements, if adapted for projection as well by other theatres as they have been adopted at the New York Paramount, should pay off well at the box-office. The magnitude of the screen, the sharp definition of the picture, and other qualities of the refined system are all factors which audiences should remember with delight. The color, in terms of clarity and vivisness, was excellent.

According to Paramount managing director Robert Shapiro, the screen size is 64 feet by 36 feet, with a projection throw of 170 feet.

Double-frame horizontal projection was utilized and for the first time in New York the Paramount Theatre employed a curved aperture plate and a corresponding curvature at the top and bottom of its large screen for a VistaVision film. The latter innovation created a greater sense of participation as compared to other VistaVision films.

Good from All Locations

With the exception of the Paramount's loge section, the picture was visibly impressive from most every section of the house.

Due to the overhang of the balcony, the 371 seats in the loge section of the 3,604-seat Paramount cannot be utilized. The overhang of the balcony also cuts off the extreme upper portion of the picture for the last four or five rows of the orchestra. When the side loge overhang is unobtrusive, seats on sides of orchestra are good.

The new innovations as seen at the Paramount studio were first reported and reviewed exclusively in the Motion Picture Daily issue of March 21. Under a Hollywood dateline, the Motion Picture Daily's West Coast editor found the VistaVision refinements achieving, "in astonishingly simple fashion an impression of stereoscopy and envelopment comparable only (save with 3-D equipment) to that accomplished in Cinerama."

Admissions in UK Off 4.8% for 4th Quarter

From THE DAILY BEACON

LONDON, April 20.—The Board of Trade Journal reports that admissions in the fourth quarter of 1954 totalled 291,000,000, a decline of 4.8 per cent below the corresponding quarter in 1953. The Journal admits, however, that the comparison is largely invalidated by the fact that the 1954 quarter totals exclude the admissions during the Christmas holidays, which invariably produce immense box office grosses. Year-by-year statistics show total admissions for 1954 to be approximately 1,275,000,000, against 1,284,000,000 for 1953, a decline of only 0.7 per cent.

Moreover, the Journal reports, 1954 gross box office takings were approximately £110,000,000, against £109,000,000 in 1953, with even greater proportionate increases in net takings, film hire payments and exhibition's ultimate share due to the last budget's reduction in entertainment tax.

Analysing regional takings for the first time, the Journal reports that box office declines were more substantial in northern and other remote areas than in London and the south.

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'Bedevilled' Ushers

In Scope at Palace

"Bedevilled." MGM picture starring Anne Baxter and Steve Forrest, will have its New York premiere tomorrow at the Palace Theatre. It will be the first CinemaScope production to play the Palace.

Extend Time

(Continued from page 1)

will apply to all persons desiring to file public comment.

The commission order will also set back one month the present June 9 deadline for persons desiring to file replies to statements submitted by other parties.

Harry Arthur

(Continued from page 1)

Harry Arthur, artist for the motion picture industry, becomes national crisis and emergency, the Republicans and Democrats work together, he pointed out, indicating that the exhibitor-members of both organizations now are faced with a crisis.

Sues For Injuries

ALBANY, April 20.—Paramount Pictures has been made defendant in a $125,000 damage suit brought by Clifton E. Bradt, former film critic for "The Knickerbocker News" and present editorial writer. It is the outgrowth of injuries he alleges to have suffered in attempting to rescue actress Cass Daley from a runaway steer on Bing Crosby's Nevada ranch.

STEWART-TRANS-LUX

proudly presents

LUXURIA

THE SCREEN OF TOMORROW
TODAY

For the Spectacular New Presentation
at the N.Y. PARAMOUNT THEATRE of

"STRATEGIC AIR COMMAND"

2440 SQ. FT.
WITH NO SEAMS!
THE WORLD'S LARGEST SCREEN

Write! Wire! Phone for information!

Factory and Western Office
STEWART-TRANS-LUX CORP.
1111 W. Sepulveda Blvd., TORRANCE, CALIF.

Eastern and Foreign Office
TRANS-LUX CORPORATION
1270 SIXTH AVENUE, N.Y. 20, N.Y., Circle 7-4970
A WORLD PREMIERE of staggering brilliance and excitement last night marked the debut of "Strategic Air Command" and the new horizontal VistaVision at the New York Paramount Theatre. Some of the thousands who attended are pictured on this page. At right: James Stewart, "SAC" star, arrives at the premiere with Academy Award winner Grace Kelly.

Spyros P. Skouras, president of 20th Century-Fox, arrives at the premiere with Mrs. Skouras and family friend Mrs. Joseph Neff.

Mr. and Mrs. A. W. Schwalberg (at right) greet Jack Cohn, vice-president of Columbia Pictures, in the lobby of the Paramount Theatre.

Danny Kaye and Stewart are interviewed on the CBS television network by Arthur Godfrey.

Stewart receives from General Thomas White (left), vice-chief-of-staff, USAF, an Air Force Association citation for his "SAC" portrayal. Holding printed citation at right is Maj. Gen. C. R. Smith (Ret.) of the Air Force Association, which co-sponsored the premiere with Paramount.
A Bullet For Joey

George Raft

The screen's top tough guys from "Little Caesar" and "Scarface" meet face to face!

"SUSPENSE THROUGHOUT!"

Film Daily

"EXCITING THRILLER!"

M. P. Herald

"EXPERTLY ACTED!"

Showmen's J. R.

"SUSPENSE AND ACTION!"

M. P. Daily

Edward G. Robinson

Audrey Totter - George Dolenz

Peter Van Eyck

Directed by Lewis Allen - Produced by Samuel Bischoff and A. I. Bezzerides

Screenplay by James Berson and A. I. Bezzerides

Original story by James Berson and A. I. Bezzerides

Also starring
Martin Tells UTOI
Arbitration Needs Altered
Sales Policies

Says Pre-Release Issue For Arbitration Hold-up

An effective arbitration system for the industry cannot be built until the national sales policies of the distribution companies are altered, according to E. D. Martin, president of the Theatre Owners of America, who was a principal speaker at a state-wide rally early this week at the United Theatre Owners of Illinois in Peoria.

Martin, in declaring that the subject of pre-releases has been a stumbling block in formulating a set of rules and regulations, said that "arbitration will be a number 9 specified number added.

Lombard therefor chairman of the TOA-Allied MMPTA was also featured at the rally to speak on his proposal, "The Best of Both Worlds," to make improvements in the recording of film material. Lombard expressed his belief that "arbitration will be a number 9 specified number added.

Be a number 9 specified number added.

ITOA, MMPTA
Favor TOA-Allied
Conference Bid

Interest in the proposed industry conference between the presidents of the film companies and national exhibition leaders on mutual problems was expressed here yesterday by two of the East's prominent theatre associations, the Independent Theatre Owners Association and the Metropolitan Motion Picture Theatre Association, the latter group not an active participant in trade practices.

The ITOA, which has long been

paramount clarifies
pine-thomas deal

From THE DAILY Bureau
HOLLYWOOD, April 21.—The Paramount studio today rectified a published report that a substantial number Pine-Thomas pictures originally released by Paramount have been sold under terms that do not prohibit their use on television.

The deal, long in negotiation and finalized this week with Y. Frank (Continued on page 6)

Paramount Clarifies Pine-Thomas Deal

From THE DAILY Bureau
HOLLYWOOD, April 21.—The Paramount studio today rectified a published report that a substantial number of Pine-Thomas pictures originally released by Paramount have been sold under terms that do not prohibit their use on television.

The deal, long in negotiation and finalized this week with Y. Frank, president of the company, was made last week with a number of companies, it was learned. Some company presidents could not be reached for comment.

There was no indication of the receptivity to the proposal, made jointly by Theatre Owners of America and Allied States Association, for an industry conference in New York on May 24. It was noted in some distribution circles, however, that the TOA-Allied proposal was receiving favorable consideration.

Can Achieve Results on Film 55.625 mm. in Width

Wide Film Scope Progress Told

From THE DAILY Bureau
CHICAGO, April 21.—The progress of 20th Century-Fox CinemaScope plans to photograph in wide-angle film and then reduce to 35mm. was outlined here today by Earl I. Syphonable, director of the Cinema-Fox research director, before the Society of Motion Picture and Television Engineers convention.

Spontaneous, forecasting "very real improvements in grain and definition," said that independent studies and an investigation of existing cameras indicate that optimum results can be achieved on a film 55.625 mm. wide.

In addition, he declared "our proposal new frame has almost twice as much information recording surface as any other suggested large screen process." He went on to say that Bausch & Lomb had designed new taking lenses to cover this additional frame area, and has delivered the first sample lenses.

An experimental camera has been built and 20th-Fox has made test photographs, he added, which support "our conclusions in every way." Furthermore, Bausch & Lomb have designed a new 21 lens, reduction printer which yields a print from this enlarged negative of excellent quality over the entire frame," he added.

"We have also undertaken to design and build pilot samples of the other

necessary printers for making all the fades . . . etc., which enter into the production of the modern motion picture, as well as release printers and laboratory processing equipment.

"It is, therefore, our plan, after demonstrating the possible results, to make available to those making CinemaScope pictures, design information and assistance enabling them to use this optimum size negative and to make CinemaScope standard release prints or greatly improved quality for all theatres," he continued.

The 20th-Fox research director reiterated company plans of road-show engagements of a "limited" number

(Continued on page 6)
Motion Picture Daily

Friday, April 22, 1955

U-I Will Increase Pre-Selling Display Ads, Lipton Says

From The Daily Bureau

HOLLYWOOD, April 21—Universal-International’s pre-selling display advertising in national magazines and Sunday newspaper supplements will top its 1954 record—latest evidence that U-I is the only other motion picture company, according to David A. Lipton, vice-president.

Lipton made the 1955 prediction to establish, he said, “further evidence on the growing importance of pre-sellings on the eve of his departure for New York meetings, during which pre-sellings campaigns for U-I’s summer productions will be discussed.

The figures indicating Universal-International’s 1954 position in national pre-sellings are compiled by the Publishers’ Information Bureau, Inc., he said.

Universal-International’s expenditure during 1954 amounted to $650,000, an increase of 140 per cent over U-I’s 1953 expenditure of $270,000. Its 1954 national magazine and Sunday supplement budget was almost twice as much or more than that expended by any other company excepting one, Lipton said.

Served 14 Productions

In an effort to pre-sell as many pictures as possible, U-I in 1954 employed display advertising for 14 productions in national media. A total of 120 display ad insertions were placed by U-I as against 98 of its nearest competitor.

“Universal’s pre-selling advertising policy is in accord with what exhibitors have been seeing,” Lipton stated. “While local newspaper, television and radio advertising is still important, we feel that industry’s most urgent need is to establish interest in pictures prior to local openings.

“We agree not only in principle but in practice with requests which exhibitor associations, circuit heads, and more recently COMPO, make to all agencies to use all channels through all types of media to increase theatre attendance in relation to increasing population.

TV Play to AA

HOLLYWOOD, April 21—Producer Vincent M. Feeney announced he had acquired the motion picture rights to “Crime in the Streets,” network television play dealing with juvenile delinquents, for Lindbrook Productions which will film it in New York City late this summer for Allied Artists release.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

THE AMERICAN COMEDY

in radiant COLOR stars

Leslie CARON ● Michael WILDING

At M-G-M Pictures

and THE MUSIC HALLS GREAT

NEW YORK THEATRES

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Shervin Kamali, Associate Editor; Robert Kamali, Robert Marketing Manager; Gus H. Fasale, Production Manager; Hollywood Bureau, Yuma-Visa Building, Samuel D. Beres, Manager; William R. Weaver, Editor, Hollywood Bureau, Chicago Bureau, 120 South LaSalle Street, Urbana, Advertising Representative, F. J. Mclaran, Washington, J. A. Orten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hong Kong, Manager, Peter Bunting, Manager, Peter Quigley Publications; Motion Picture Herald and The Trade, Times Square, New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the United States and $8 foreign; single copies, 10c.
Jane's got Jeff

...and the screen is Box-Office HOT!

Universal International presents

JANE RUSSELL
JEFF CHANDLER

FoxFire
Technicolor

DAN DURYEA

WITH MARA CORDAY • BARTON MacLANE • FRIEDA INESCORT • Directed by JOSEPH PEVNEY • Screenplay by KETTI FRINGS • Produced by AARON ROSENBERG
**PARA’S PARIS CHIEF PROPOSES FILM EXPOSITION IN ALGIERS**

**By LENI KAHN**

PARIS, April 21—Herman Karsfeld, director general of Paramount in Paris and president of the French American Film Syndicate, has suggested that the film industry hold an exhibition in Algiers next November.

In a statement, he pointed out that the cinema industry should hold its "salon" in the same way as the automobile industry.

The percentage of admissions in our audience is the one constant, he wrote. "This is due to a certain extent to the fact that we have so often been exposed to propaganda in our own countries so that the cinema might be talked about and praised more often."

**Sees Some Critics as Unfair**

Referring to the press, Karsfeld said that newspapers and magazines did excellent work but it was nevertheless true that certain critics were sometimes unfair and encouraged the public to stay away from the film theatres.

He thought that the expansion of the cinema must be the job of the industry itself and in particular the job of the distributors.

The exhibition, if it is held, would include producers, distributors and film exhibitors, all of whom would have exhibits.

He thought that in this way the distributors would be able to see for itself how the film industry is developing the technical material constructors, all of whom win friends for the cinema.

At the time of the exhibition, receptions would be held as well as competitions to find new stars. This would most certainly interest the general public, he said.

Decorators and costumers would be invited to exhibit and the whole show, which would last for three weeks, would be a great aid to the distribution and exhibition side of the industry.

**UK Concerned With Scope Print Duty**

LONDON, April 21—Concern is expressed here at a decision of the Customs and Excise that first copies of imported standard ratio prints of CinemaScope films are to be regarded as our home prints. They are accordingly imported duty at 50 per foot, instead of the 1d per foot which would apply to "subsequent" prints.

It is admitted that the aggregate sum involved is not substantial — it is estimated that £150 per print will meet the extra duty on the average film, but American distributors are disposed to treat the official decision as a matter of principle. They feel that when other technical developments come along, they may find themselves faced with a more considerable financial problem. Discussions between MPA’s Emille T. W. Allport and leading American members of the film industry made it clear that the aid of the U. S. Embassy may be invoked to make the appropriate representations to the Government.

**Production Drops To 31 in Work**

HOLLYWOOD, April 21—Production dropped down to a total of 31 pictures now in work with the completion of seven and the start of only three others.


Completed were: "The Bar Sinister," Technicolor; "A Sound of Two Strings," Warner Bros.

**Newspaper Ad Copy Lauds Compo Copy**

The 42nd in the series of COMPO ads in "Editor & Publisher" which appear tomorrow, quotes a letter from Allen C. Nequette, advertising manager of the Beloit, Wisc., "Daily News," in which he states that 'leeks are coming into our office from newspapers and theatres in various parts of the country requesting copies of a new motion picture which has been advertised in Canada and the States and which we are thinking of showing in our theatres in the States."

Nequette added, "We like to have a paper's readership help and the community's retail business.

**Suggests Advance Notice**

This newspaper, the theatres and our merchants appreciate this wonderful recognition. However, we believe that if you had advised us in advance of your intentions we would have been happy to have written a letter which would have amounted to a much stronger endorsement from our newspaper's public in the operation with their theatres."

"How could our town or any place like it be benefited commercially by the event?" The home, the church, the school, the factory, the newspaper, the city hall, main street, the shop-keepers and merchants. If the move theatre and integral parts of any American scene."

The interests and activities of the theatre-management in a town must be such much more to our community than expressed in your page advertisement. The efforts of its management for the benefitment and growth of Beloit have touched upon nearly every facet of our community's life.

"We believe that newspaper relations with our paper and with the merchants as outlined in your advertisement only typifies what can be accomplished by a theatre management in any town."

**Toll TV Comment Deadline Officially Is Set for July 11**

From THE DAILY BUREAU

WASHINGTON, April 21—The Federal Communications Commission announced the postponement from May 9 to the deadline for public comment on subscription television.

It was also postponed from June 9 until July 11 the deadline for parties to file replies to statements by other groups. The FCC, in its request of the International Telemeter Corp., one of the three groups seeking approval of subscription television, had asked for the delay because the lawyer working on the case had to go to the hospital, and it felt that it needed extra time for new attorneys to learn the background of the case. In granting the postponement, the FCC said it felt Telemeter had "established good cause" for the extension, and that the postponement was "warranted" and in the public interest.

**Committee Approves**

The Exhibitors Committee Against Toll Television had indicated it had no objection to the delay. It and other groups had expected to file their comments the last day possible.

A meeting of the committee to go over the comments to be submitted to the FCC is scheduled here next Tuesday and Wednesday.

The Committee Against Pay-As-You-See TV will take advantage of the one-month extension granted by the FCC to prepare its petition for filing comment on subscription television to carry its anti-toll TV television: the petition was a stepped-up scale, according to its public relations counsel, Robert Taplinger and Associates.

**Drive in Progress**

The exhibition group, which is headed by D. B. Stahr and has been approved by Frumin Reuben, has been conducting a "grass roots" campaign in securing support from interested groups around the industry in opposing toll TV.

The committee has tentative plans for another meeting on Tuesday to discuss the filing of its brief with the FCC as an "interested party."

**500 Texas Theatres Pay to Toll TV Fund**

DALLAS, April 21—Julius Gordon, chairman of the Texas Exhibitors Committee Against Pay-As-You-See TV has announced that 500 theatres in the state have contributed money to the national committee spearheading the concerted drive against the subscription TV movement.

Gordon, in a special letter to all Texas exhibitors, stated that a long drawn out battle was impending and that the only source of revenue will be the money paid by the independents during the coming summer.

Gordon related that the major circuits in Texas (Interstate, Rowley, Goldwyn-Mayer, United Artists, Florida Theaters, Video Independent Theatres, Azell and Associates, Phil Iley Theatres, the Blankenship circuit, Tri-State Theatres, Leon Theatres), were the first to respond with money for the needed fund.

The list of independent exhibitors were also supporting the money-raising campaign and checks were being received daily at headquarters here.

Ted Schianger, Philadelphia zone manager, Seneca Theatre, Philadelphia, has accepted an appointment to serve on the national exhibitors committee and as chairman of the Philadelphia exchange area for a special one-day-week collection for the Will Rogers Memorial Hospital during the week of Apr. 15.

Orville Crouch, Eastern division manager for Loew’s, has been made a Kentucky colonel for his “civic endeavor” in Washington. Crouch received the appointment at the Capitol from Feiton M. Johnston, Secretary of the Senate, acting on behalf of the Governor of Kentuck. Crouch has taken a leading part in many recent Washington civic activities, and this year was in charge of the city’s Cherry Blossom Festival.

Theodore R. Lazarus, an account executive with Donahue & Coe, Inc., is leaving the agency to join George L. Eastman Co., Inc., producers of films and industrial television use, in an executive capacity. At Donahue & Coe since 1946, Lazarus has specialized in serving on the agency’s motion picture accounts, both local and national. Previously he had been advertising manager for Eagle Lion Classics, Inc.

Emil Davis, service manager for National Screen Service in San Francisco, has replaced Harry Weaverling as sales representative. Lorraine Sutter has been moved up to the head shipper spot.

Helen Rose, former secretary to I. J. Schmertz, with Century-Font manager in Cleveland, has returned there after having been away for two years. She will succeed Evelyn Friedl at the Community circuit.

Walter McDonald, who was transferred as booker at the United Artists Atlanta branch to Jacksonville, has returned to Atlanta.

Sol S. Feuerman has joined Dynamic Films, Inc., here to organize and head a medical department for the New York film producers. The department will produce films for professional information and lay education.

**To Debate Toll TV On NBC, Also**

CHICAGO, April 21—Zenith Radio Corp. today accepted the offer of the National Broadcasting Co. for 15-minute free time to discuss subscription TV “on the assumption that ours and our competitors will be attending in same half-hour.”

Zenith’s acceptance also was wired to the Federal Communications Commission. Zenith previously had made a similar acceptance with the Columbia Broadcasting System. AlsoZenith dealers of Phonocord, also called upon NBC to reconsider its refusal to accept spot advertising announcements promoting toll TV.
Arbitration

(Continued from page 1)

be held off until a round-table discussion is held so that the distributors could be asked to drop state national sales policies.

A flexible sales policy cannot apply to everyone, the TOA president flatly stated. "The distributors should give their local representatives the freedom to make problems in relation to local conditions," he said in his talk before 207 exhibitors representing 313 theatres throughout the territory.

"The exhibitors have delayed arbitration by demanding that two pre-release hearings be held on one at least per year should be permitted without arbitration," Martin said. "This would mean almost 12 films per year or one fourth of the playing time with a theatre with a weekly change," he declared.

Wants Inexpensive System "We should have an inexpensive system with our own conciliation system as the distributors will not arbitrate film rentals," he said. "However, we still believe in arbitration and should have half a loaf rather than none at all," he said. TOA will continue to work on this end, the exhibitor leader added.

"The exorbitant and compensatory film rentals asked by distributors are causing many theatres to close because the high rentals are absorbing many of the benefits received in the reduction of the Federal Excise Tax from 20 to 10 per cent," Martin said.

"Cooperating with Allied" The TOA leader also informed the membership of the UTOI, an affiliate group, that the organization is "cooperating with Allied States Association on many fronts" and is negotiating for an industry roundtable discussion.

Commenting on a measure being studied by the Administration, Martin said that "we (TOA) have requested an opportunity to be heard by the Douglas Committee in the U.S. Senate, and it is hoped a proposal to put theatres under interstate commerce for classification under the Interstate and Foreign Commerce Hour Law. If the present proposal is enacted into law, all theatre circuits operating across state boundaries may be excused a minimum wage standard of 90 cents to $1 per hour and the resulting pressure from labor groups may raise independent or one state theatre ownership up to this level."

Sharing the speaking platform with Martin were Alfred Stutt, co-chairman of the Committee Against Pay As-You-See. He discussed the disadvantages of subscription television; George Kerasotes, UTOI president, who discussed film shorters and Exhibitor Film Finance Group program; Ralph Lawler, Norman Foley, William Bennis, Hank Rhyman, and Dr. Fred Flex- oglio. Duncan Kennedy and Tom Gil- liam of 20th Century-Fox.

There was also discussion at the UTOI meeting concerning a bill pending in the Illinois legislature concerning the granting of censorship powers to local school groups. The exhibitors resolved to watch their screens more carefully in the future.

Allied Opens Its Drive

(Continued from page 1)

of the exhibitors, to be followed later by a 'tempered' drive-in. Myers would name the lawmakers contacted, except to say they were in the Senate and that more than one of the Senators had been spoken to.

To name individuals, he said, "would have the law-enforcement at all the forces of opposition. All the rats and snakes and tumblerbugs would come out of their holes."

Silent Regarding Committees Nor would Myers give any indication—for the same reason—of the committees before which Allied might put its case. If a specific bill were introduced, it would probably have to be considered by either the Commerce or Judiciary Committees. If no bill were introduced, the general question of the film industry situation could be threshed out before the Small Business Committee.

Thus, for example, the Senate Small farmer, for example, the Senate Small Farmers Committee and the House and Senate Judiciary Committees have all scheduled early hearings on their respective anti-trust subcommittees and tomorrow a joint committee report, and these could be used as the occasion for an Allied appearance.

According to the official Allied statement on today's happenings, Berger and Myers "spent several hours yesterday" with various legislators the best procedures for obtaining relief from the grasp of the companies and whose representatives are driving theatre owners to the wall.

Procedure Under Study Myers, Berger and Myers reported that the legislative representatives they talked to were sympathetic to the exhibitors' problems and expressed a willingness to lend whatever help will be most effective. Study is now being given to the question of procedure; namely, whether it would be better to introduce a bill at this time and await hearings in due course or to aid a legislative committee or to appear before a non-legislative committee in the near future and make out a case which would facilitate passage. The".

Mesers, Berger and Myers will keep in close contact with the legislators and will try to see that their plans in the next 10 days."

Allied TOA

(Continued from page 1)

Allied bid was couched in "tempered tones" as compared to "call to Action" statement of TOA, announcing its intention of giving top priority to the conference. Whether the "tempered tones" reaction is caused by the ranger of possible acceptance by some or all film company presidents could not be forecast.

Granger Awaits Text RKO Radio Pictures James R. Granger, when questioned, said he had not received the TOA-Allied message. He asked for the text of the message sent to company presidents, said the text was similar to the release, issued following Wednesday's Chicago meeting of top TOA and Allied leaders.

The joint exhibition release called for a "top level industry conference to . . . discuss and act upon pressing and acute problems of exhibition." It did not spell out a proposed agenda, issues such as film rentals, which according to Al Lichtman, 20th Century-Fox distribution director, no film company president would agree to discuss at a round-table conference.

In Hollywood, Steve Brody, president of Allied Artists, said he would answer for comment, but it was believed that Allied Artists would accept.

Kough Rites

(Continued from page 1)

ment since 1919, is survived by his widow, Mrs. Katherine Upton Kough and a brother, Vincent.

Industry leaders expressed their sorrows over the passing of the industry's leading champions. Typical of the regrets were those of Al Licht- man, director of distribution for 20th Century-Fox, who said: "I was shocked to hear of the passing of Austin Kough. He was a great champion of our business and a very dear friend."

Barney Balaban, Paramount president, said: "Mr. Kough passed on, and almost 40 years, has been as much a part of Paramount as the company's history."

"I was sorry to hear the news," producer Adolph Zukor had given the company spirit, integrity, strength.

Gable Signed for Russ-Field Film

Russ-Field Corp. has signed Clark Gable to star in its projected production, "The Last Man in Wagon Mound," which will be released by United Artists. The Gable deal was announced yesterday morning by Robert Waterfield, president, and Morris Ben- man, chairman of the board of United Artists.

The picture will be produced by David Hempstead and is slated to go before the cameras early next year. "The Last Man in Wagon Mound" is one of the films United Artists has purchased from United Artists. The first production was the recently completed "Gentleman Marry Brunettes."
Dominion Survey

Ontario Was Only Canadian Province to Give Tax Relief

TORONTO, April 19.—A survey by the Motion Picture Theatres Association of Ontario of the legislative results in the province has brought a one-cent tax relief this year for exhibitors of Ontario origin included in the admission price, had been committed to the tax-collecting authority, even by those theatres which are losing money. Fitzgibbon declared. He added that Famous Players, along with others would continue to make representations on the amendment-tax subject to the government commission.

Fitzgibbons reported that Famous Players and affiliated companies had paid $3,850,000 in amusement taxes during 1954, compared with $5,183,000 for income, real estate, business and other taxes, and licenses, the total tax was $6,972,000 less. The circuit's financial statement showed a net profit of $3,384,825 for the year, approximately one-third of the tax bill.

Wage Law Extension

Backed by Reuther

WASHINGTON, April 21—CIO president Walter Reuther urged Congress to extend coverage of the wage-hour law “to the maximum number of persons” to which it is Constitutionally permitted to include.

Testifying before a Senate Labor Subcommittee, Reuther endorsed a bill (S. 349) introduced by Senator Hubert H. Humphrey, D-Minn., which, according to labor experts, would take in all theatre circuits and very large individual theatres. The bill would cover any retail or service establishment with more than four outlets or $500,000 a year in sales.

The CIO officials attacked Labor Secretary Mitchell for having been take-ware in recommending extended coverage and for letting down workers by having failed to recommend coverage of large chains doing business within one state or for large chain-owned and franchised firms.

Like AFL president George Meany earlier in the week, Reuther also urged an increase in the minimum wage to the present 75¢ an hour, to at least $1.25 an hour, rather than the 90 cents an hour proposed by the Administration.

Retain Jacobs Co.

Marilyn Monroe Productions, Inc., has retained the services of the Arthur P. Jacobs Co. as national public relations counsel for the recently organized company which will function in the field of television, motion picture, and stage enterprises, and will make additional use of the services of Marilyn Monroe Productions, Inc. The company is currently negotiating for a number of other business ventures not allied with entertainments.

Drive-in Rejected

WASHINGTON, April 21.—The Commissioners in Prince Georges County, Maryland, who on Friday, by a 5 to 1 vote, rejected by exhibitor Sidney B. Lust aimed at permitting him to build a drive-in in Kentland, the reason given was opposition by residents of the area.

Trust Law Statute

On House Docket

WASHINGTON, April 21.—The House will take up early next week, probably on Tuesday, a bill to set up a uniform four-year Federal statute of limitations for private treble damages, anti-trust suits.

The measure was cleared today by the Judiciary Committee in recommending the bill, pointed out that the time limits in present state laws average considerably higher than national needs.

Distributors had originally sought a two- or three-year time limit, while exhibitors sought one of four years or longer.

Toronto WOMPI

Elects Officers

TORONTO, April 21.—The Toronto branch of the Women of Motion Picture Industry, recently organized with 60 or more members, has named the following officers: President, Ann Kaplan; Canadian Paramount Pictures; vice-presidents, Gladys Runnels, United Artists, and Marjorie Wilson, J. Arthur Rank Pictures; national chairman, Grace Pooley; Canadian Paramount, and secretary, Marion Hertell of the head-office WOMPI National Picture Distributors Association.

The charter in the National Council of WOMPI is scheduled to be presented shortly at a dinner here with J. J. Fitzgibbons, president of Famous Players Canadian Corp., as guest speaker.

Start ‘Pancho Villa’

Edmund Grainger Productions first film for RKO release, “Treasure of the ‘Pancho Villa’” began shooting yesterday on location in Cuerevaca, Mexico, the locale of the adventure story. The Super-Scope Technicolor production will be filmed by Callow, Shelley Winters and Gilbert Roland.

2-in-Booth

(Continued from page 1)

Fox Screening Rooms

To Get Altec Service

Consummation of a contract was announced yesterday by L. D. Neter, Jr., sales manager of Altec Service, Inc., to provide technical services for sound equipment in 17 Century-Fox screening rooms throughout the United States. Negotiated by Neter with E. McFarland, representing the Fox organization at the New York home office, the contract, effective April 1, calls for the services of Altec field engineers in connection with sound equipment in Fox exchanges in key cities, together with the projection room on the sixth floor of the home office, and the two rooms used by Fox Movietone News, at the 10th Avenue studios.

The exchange centers involved are: Atlanta, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Detroit, Indianapolis, Milwaukee, Philadelphia, New Haven, Pittsburgh, Washington, and New York City. Stereophonic sound equipment is in use in the majority of the Fox exchange screening rooms.

Swedish Picture

To de Rochement

"The Great Adventure," the first feature-length film by Arne Sucksdorff, Sweden’s director-photographer, has been announced for distribution in the United States and Canada by Louis de Rochement Associates, it has been announced by consultation. The picture, a prize-winner at the Cannes Film Festival last year, is the first film to be distributed by the de Rochement organization that was not made under the producer’s auspices.
TEXAS INTERSTATE LAUNCHING NEW YOUTH PATRONAGE PLAN

Special to THE DAILY
DALLAS, April 24.—A plan to increase patronage of youths in the 12-through-17 years of age bracket by means of an intermediate price scale will be put into effect in May by Interstate Theatres of Texas, according to R. J. O'Donnell. The action by Interstate was inspired by the urging of Leonard Goldenson, president of American Broadcasting-Paramount Theatres, to encourage attendance of young theatregoers with a special price substantially less than the prevailing adult admission charge, O'Donnell said.

Some years ago Interstate adopted a "junior ticket" plan, but because of a Federal excise tax, plus some other problems including abuse of the plan by over-age patrons, it was dropped. Goldenson felt, and Interstate has long been in agreement, that children and young people are among the movies' most faithful customers. However, regularity of attendance tends to lessen when the age of 12 is reached because of the big admission price increase, he explained.

Interstate believes that its new plan, nearing completion, will eliminate the "bugs" which plagued earlier ventures into the intermediate age price field.

Interstate's plan, briefly, is to recruit young theatre-goers by issuing "movie discount" cards, which will entitle holders to reduced admission privileges.

(Continued on page 6)

FATHER DUFFY POST
A ‘Hot Potato’

Firms' Heads Reluctant To Discuss Invitation

By MURRAY HOROWITZ
Exhibition's bid for a round-table industry conference was not well-received by the producers here at the weekend, evidenced by guarded reluctance to indicate any response to the joint Theatre Owners of America and Allied States Association proposal.

The development was highlighted by the weekend trip from here to the Coast of 20th Century-Fox president Spyros, R. Skouras and his second-in-command, Bertram Tevin. They were scheduled to confer with distribution director Al Lichtman, presumably on the direct approach to company presidents. It is reported he is to return here today.

At the weekend, a canvass of the companies disclosed the following:

MOTION PICTURE DAILY learned from the Coast that Warner Brothers president Harry Warner has decided not to attend the proposed conference, although there was no indication...

SLOW RESPONSE

See Confab Bid
By Exhibition
A ‘Hot Potato’

Firms' Heads Reluctant
To Discuss Invitation

See Delay of Pay-TV Meet

From THE DAILY Burea
WASHINGTON, April 24. — A strategy meeting of the Exhibitors Committee Against Toll Television, originally scheduled for here Tuesday and Wednesday, will likely be postponed.

It was learned that Marcus Cohn, attorney for the group, has suggested...

Five Films in Work
At RKO Studios

From THE DAILY Bureau
HOLLYWOOD, April 24—C. J. Tevil, vice-president in charge of RKO studio operations, disclosed over the weekend that three major films are in production for distribution by RKO and that two more pictures will go before the cameras within the next two weeks.

All five of the productions in...

TESMA Proposes
3% ‘Off Top’ on Percentage Deals for Refurbishing

Exhibition was urged to adopt a plan whereby “at least” three per cent of grosses on percentage films would be set aside for refurbishing, in an open letter to theatre owners and operators.

The letter, addressed to E. D. Martin, president of Theatre Owners of America, called upon exhibitors "to insist upon taking at least three per cent ‘off the top’ of your own gross on every picture you buy on a percentage basis."

Signed by TESMA's executive secretary, the letter went...

If Efforts Fail
Some in TOA
Not Opposed
To U.S. Relief

Attitude Based on Martin’s Statement of Last Week

By LESTER DINOFF
Some top echelon Theatre Owners of America leaders are not opposed to going to the Federal government for relief if other efforts, such as the industry round-table conference to discuss mutual problems, fail, it was indicated here at the weekend.

The stand was learned from a semi-official interpretation of TOA president E. D. Martin's press statement of last week (Wednesday) when the exhibitor leader addressed a full-day meeting with top Allied States Association leaders in Chicago, saying...

'WE HAVE GREAT FAITH IN THE INDUSTRY CONFERENCE CALLED BY TOA AND ALLIED AND WILL MAKE EVERY SINCERE AND HONEST EFFORT TO WORK FOR INDUSTRY HARMONY AND SUCCESSFUL SOLUTIONS TO EXHIBITOR PROBLEMS. SHORT OF THIS, THE OFFICERS AND DIRECTORS OF TOA WILL SEEK RELIEF THROUGH ANY OTHER MEANS NECESSARY.'

TOA leaders said that Martin was...

Loew 28-Week Net $3,274,451

Loew's, Inc., including theatre subsidiaries, at the weekend reported a net profit of $3,274,451 for the 28 weeks ended March 17. This is equal to 64 cents per share on $1,425,105 shares of stock outstanding, compared with $1,299,166 or 62 cents per share in that period of the previous year.

Gross sales and operating revenue
(Continued on page 3)

Frayne Tells SMPTE
Of Engineers' Needs

From THE DAILY Bureau
CHICAGO, April 24.—President Dr. John G. Frayne, in some last comments before the closing of SMPTE's five-day convention here, warned that a nation-wide engineers training program is of major importance.

"With industry becoming more and more...

(Continued on page 3)
Pays Tribute to Associates

Arthur Leowy Reviews His Studio Operations Study

From THE DAILY BULLETIN

HOLLYWOOD, April 24.—In a weekend tribute to the people behind the scenes in the making of Hollywood pictures, Arthur Leowy, president of Leowy’s, traced his findings during the six weeks that he has spent studying production as the representative of Nicholas M. Schenk, chairman of Loew’s, Inc. He paid special tribute to a personal contribution made by his own studio executives: Doire Schary, Eddie Mannix, and J. J. Cohn.

“In the challenge of those changing times,” he said, “every effort at our disposal is concentrated on making only the kind of pictures demanded for profitable presentation in the world market. Our creative endeavor, whether the production of motion pictues, producing of plays, publishing of books, there is bound to be an occasional disappointment.”

Scarcity of important story material, availability of competent writers, the other top creative talents present very serious problems, Leowy pointed out. But production of films is more difficult than ever before, he said, “Producers cannot make as many pictures as they may have been accustomed to produce in the past. This is true, also, of writers, directors, stars and other vital talents.”

“But, while we may have fewer pictures, we must have bigger pictures, and in studying M-G-M’s plans for the future I find great confidence that our traditional supremacy will remain,” he asserted. “The M-G-M program for coming production, we have properties that equal, if not exceed, those of any of our company’s greatest box-office successes.”

“M-G-M has invested fortunes in the production of its films but its policies have always been tempered by sound conservatism when considering new methods and techniques. It did not plunge headlong into sound, wide screen, or any of the other new trends without first undertaking exhaustive investigation and study. For that reason M-G-M considered carefully before entering into participation or so-called ‘package deals’ with independent producers.”

“However, it is now believed that unusual properties are desirable as a supplement for our own product. Within recent weeks negotiations have been completed for release by M-G-M of Samuel Goldwyn’s productions, ‘Set’ and ‘Dolly,’ and arrangements are under way with David O. Selznick for distribution of films to be independently produced by him, we are participating with Deau Productions in several films to star Lucille Ball and Desi Arnaz, first of which, ‘Perry,’ is soon to go into production, and arrangements have been made with Sol Siegel for his entry into production for M-G-M.”

Arthur M. Leowy

Makelim Awarded

Peacemaker Title

H. R. Makelim’s Atlas Picture Company has been awarded the title, “The Peacemaker,” by the Motion Picture Association’s Committee on facilities for taking a hearing for a title dispute between Makelim and Sam Goldwyn, Jr., it was announced at the weekend. Goldwyn, Jr., had sought rights to use the conflicting label, “The Deadly Peacemaker.” Makelim, founder of the Makelim Plan for exhibitor participation in production and head of Makelim Pictures, Inc., presented his own case before the arbitration panel.

“The Peacemaker,” a novel by Richard Pole about a gunman turned preacher, will be one of a group of three pictures which will be utilized in production soon. According to the producer’s contracts with exhibitors he will supply them with pictures annually at a rate of one a month.

Makelim left New York Friday for meetings over the weekend with exhibitors in Jacksonvillle and Atlanta.

Arthur Leowy Says Skiatron Is Paying Its Own Way Now

Skiatron Electronics & Television Corp., which has invested much of its efforts on the Subscriber-Vision system of subscription television now pointing toward the Federal Communications Commission, began to pay its own way in 1954, Arthur Leowy, president, disclosed in the annual report. Contributing to Skiatron’s favorable financial position, despite heavy expenditures for Subscriber-Vision, was a gain of about 100 per cent over the preceding year in deliveries or prototypes of classified devices to the armed services. Leowy pointed out.

In the first quarter of 1955, the company already has obtained assurance of contracts from the government totaling to more than the total received in all of 1954.

Big Fund for FCC Plea

A world-wide licensing agreement for utilization of the Subscriber-Vision system, made in 1954 with a group headed by Matthew Fox, television and motion picture financier, guaranteed advances of $30,000 to Skiatron for the payment of the FCC for commercial approval of Subscriber-Vision and for certain equipment. Fox’s group was also required to meet a designated schedule for the installation of a minimum number of recording units in the metropolitan New York area and to place the system in commercial operation following FCC approval. In that event, Skiatron was to receive five per cent of the gross income derived from the public and certain non-cash income derived from the manufacturer of decoders.

Has Improved Decoder

The Subscriber-Vision decoder was improved to permit at least 30 programs to be received with the use of a single electronic decoding card, Leowy said. This unit is believed to be the simplest and most economical system for TV device yet developed, and is said to be a miracle of precision engineering, according to Leowy. Tests of coding equipment continued into their fifth year over WOR-TV, New York.

Authorization of subscription television would change the complexion of the entire entertainment industry, Leowy said, and could be the forerunner of a new-growth industry.

Motion Picture Daily, Monday, April 25, 1955

Personal Mention

GEORGE DEMENT, president of National Screen Service, is here Saturday by London via B.O.C. Monarch.

JAMES E. PERKINS, member of the board of Paramount International, left here for London yesterday via B.O.C.

STEPHEN BOSUSTOW, president of United Productions of America, and Executive, who recently had a so-called ‘spies’ of the UPA board, have arrived in New York by plane from Hollywood.

SIRLEY L. BRISTEN, chairman of the board of the Grand Union Theatre Circuit of Great Britain, left here on Saturday for London via B.O.C.

ARTHUR ISRAEL, assistant to Barry-John, Ltd., returned to New York at the weekend from the Coast.

GEORGE GAUGHAN, field representative for Theatre Owners of America, left here over the weekend for Los Angeles by way of Memphis.

NORMAN W. ELSON, president of Guild Enterprises, left New York for Friday on Washington.

ROBERT SCHLES, film export-import executive, left New York on Saturday aboard the “Andes Doria” for Italy.

JULI LEVY, independent producer and distributor of Los Angeles by plane on Saturday for Paris.

ALIEN BRENNER, of Brenon and Morgan Associates, left New York over the weekend for Spain.

JOE MANSFIELD, of the United Artists field exploitation department, returned to Boston from Hartford.

Admission Tax Total $195,213,000 in 1954

WASHINGTON, April 24.—General admission tax collection in the 1954 calendar year amounted to $195,213,000, the Bureau of Internal Revenue has reported.

The bureau noted that the admission tax rate had been eliminated on some priced tickets and reduced on others effective last April 1, General admission tax collections include taxes on tickets to legitimate theatres, concerts, sports events and other entertainment as well as motion picture theatres.

 Sinatra’s First

Frank Sinatra has set “One Way Out,” an original story by George Seaton and Robert Pirosh, as his first production in his newly-formed Cord Productions under the terms of his deal with United Artists, it was announced by Sinatra and Robert Pirosh, chairman of the board of United Artists.

U-1 Foreign Meet

Set for May 16

With 33 representatives from four countries participating, the forthcoming International’s European sales conference will convene in Barcelona, Spain, on May 16 to 22. The conference will be held under a TV export sales agreement which includes the screening of the latest studio product, it was announced here at the weekend. Universal and Pictures president Milton R. Rackmil, executive vice-president and president of Universal International, is to head a U.S. delegation which will include foreign publicists and executive representatives. Cannes Film Board and delegates attending from the United States.

Special conferences will be held with the following countries: British Columbia, Canada, the Benelux countries, and Spain. Meetings will be held in the following cities: Barcelona, Madrid, and Valencia.

Leading off the convention agenda will be the announcement of the winner of the May 21-31, 1955, world sales competition. It will be completed on April 30.

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‘Off Top’

(Continued from page 1)

of Allied States Association, Independent Theatres Owners, and the Metropolitan Motion Picture Theatres Association, the latter two of New York.

“TESMA has a selfish interest in a move such as is suggested,” Lewis stated in an interview. “However, if the rental terms have prevented the accumulation of exhibitor capital reserves so that newer and improved theaters might result.

Calling for adoption of the so-called “TESMA Three per Cent Plan,” the letter maintained, “the distributors could not deny you (the exhibitors) such a contract, without putting themselves out of business.”

The “We Want It All Club,” membership in which, it is presumed, they all enjoy at the present time.

Lewis concluded his letter by asking for reaction of Martin and other exhibitor leaders to his suggestion.

Goldman Succeeds Feeley at N.E. Allied

BOSTON, April 24—Carl Goldman has been appointed executive vice-president of Independent Exhibitors, Inc., of New England, the local unit of national Allied, following the resignation of Ray Feeley, who held the post for nine years. Feeley recently acquired the operation and management of four independent theaters in the New England territory, to which he is now devoting all of his exhibition duties, he said, has forced him to withdraw from his HENGE post.

Goldman, 31, tendered his resignation as a booker at Afiliated Theatres Corp. in order to succeed Feeley around May 1.

In announcing the appointment, Edward Leder, president of Independent Exhibitors, said: “We are fortunate in being able to replace loyal and hard-working Ray Feeley with Carl Goldman who has had a broad background of experience in exhibition, who is aware of current industry problems and who knows the exhibitors from every state in New England. In his new full-time position as executive secretary, he will travel deep into the grass roots exhibitors.”

Cohen, Schneider To WB Tokyo Meet

Wolfe Cohen, president of Warner International, has arrived in Tokyo to meet with Toshiba executives for the week beginning on May 1.

Samuel Schneider, Warner Bros. vice-president, also is expected by May 1 to attend the Tokyo meeting.

Conclaves will mark the first time the company’s Far Eastern managers have convened.

Mississippi

(Continued from page 1)

and eight distributors—Paramount, Warner Brothers, Universal, United Artists, 20th Century-Fox, Loew’s, Columbia, and Republic—have deliberately drawn the distributors favored the Lake and Paramount Gulf Theaters over the

The jury found for the partners, but the Fifth Circuit Court of Appeals dismissed the case against Republic Pictures, under a new trial for the benefit of the defendants. It found that the jury had been influenced by a friend of the plaintiff, not a party to the case and had gotten information excluded from the court. It further held it would be proper to consider the case, Appelbaum and Simms then filed their appeal directly to the Supreme Court.

Upper court was turned down the appeal, the distributors said the partners had passed numerous bad checks and had operated a losing proposition from the start. They declared the Circuit Court was right in ordering a retrial based on “the unusual and shocking conduct of the jury” and the “prejudicial and prejudicial instructions” of the judge. But even without these stipulations, the court said, to prevent the partners from being relieved of the charges in favor of the partners should have been reversed “because of the weakness of prosecution and because of the lack of proximate cause of damage to a venture foredoomed to failure because of its own inherent merit.”

Cinerama Cited in Congress

A tribute to “This Is Cinerama,” for its pro-American effect on Constituency, is described in an advance written by the International Trade Fair Damascus, Syria, has been entered in the Associated Press wire, by Francis P. Bolton, Ohio Democrat. The tribute to the film was contained in a letter to Mrs. Bolton from Henry A. Hedenberg, former Assistant Secretary of State.

Use Electronicam Tomorrow

Erwin, Wasey is the first advertising agency to sign with DuMont for experimental use of its new Electronicam, a camera that simultaneously transmits live television pictures while making regular motion picture film. Wasey tomorrow will use the new process for one of its clients, the Admiral Corporation, on its “Life Is Worth Living,” with Bishop Fulton J. Sheen.

‘Ziki Zula’ to Mishkin

“Ziki Zula,” an African adventure feature, depicting a white woman’s search for a missing doctor in a jungle wilderness, has been acquired by William Mishkin of New York City for national release. Mishkin, who has the right picture in all territories except New York, which he will handle himself.

‘Orleans’ Here April 29


30 Dates in April For Fox’s ‘Violent’

Initiating the national release of “Violent Saturday” in CinemaScope, 20th Century-Fox has announced that the drama will open in 30 first domestic engagements during April.

Buddy Adler’s first production for the company, starring Victor Mature, Richard Egan, Stephen McNally, Virginia Leith and Lee Marvin, opened Wednesday at the Kearsar, Charleston; the New York City, Los Angeles, Hollywood, Los Angeles, Ritz, and Las Angeles; and the California, San Diego; and Thursday at the Fox, Springfield, Mo.; and the Hippodrome, Cleveland.

Openings on Friday were the Lincoln, Springfield, Ill.; Fox, San Francisco; the Paramount, Pittsburgh, Pa.; the Paramount, Dearborn, Mich.; and the Miracle, Milwaukee, Wis.; the Indianola, Iowa; the Orpheum, Wichita; the Paramount, Toledo, Ohio; the Paramount, Nashville, Tenn.; the Strand, Portland, Me.; the Comerford, Scranton, Pa.; the Comerford, Wilkes-Barre, Pa.; the Victory, Evansville, Ind.; the Newport, Bridgeport, Conn.; and the Bridgeport, Hartford, Conn.

“Violent Saturday” will bow in New York early next month.

Mississippi

(Continued from page 1)

Loew’s Net

(Continued from page 1)

for these 28 weeks of the current fiscal year amounted to $82,939,000 against $82,105,000 for the same period of the previous year.

The figures were subject to year-end audit and adjustments.

Review

“Seminole Uprising” (Columbia Pictures)

A N action film following the formula pattern of Westerns dealing with the Indian trouble of the 19th and the early part of the 20th century.

George Montgomery plays the hero, an Army officer who is believed to be half Seminole and a brother to a Seminole chief who has escaped from a Florida reservation and made his way to Texas, where the story takes place.

Montgomery, who has a daughter of the Colored, is located. She is now engaged to another officer, obviously a cad, who detests Montgomery.

The chief, Black Cat, has captured the wife and child of a rancher. Montgomery hopes to end the Indian forays by capturing the chief’s family as hostages. The plan goes awry when his rival, in debt to the rancher, permits the latter to murder them in retaliation for his own family. Black Cat swears vengeance on Montgomery.

The finale finds Montgomery and his men riding into the desert after Black Cat and defeating him after a fierce battle. The other officer was waiting for Montgomery in San Antonio.

For those who haven’t been sated by films of this type, “Seminole Uprising” offers several exciting skirmishes, although much of the action looks like stock shots, for the color by Technicolor changes in quality and tone quite often.

Aside from Montgomery, there are no names of importance in the cast.

Karin Booth plays the lady of contention, Steve Ritch the Seminole chief’s son and the part is well played by Carl Benton. The screenplay by Robert E. Kent was based on the novel, “Bugele’s Wake,” by Curt Brandon.

Other players in the cast include William Fawcett, John Pickard, Jim Moloney, Rory Mallinson and Howard Wright.

Running time, 74 minutes. General audience classification. For May release.

Duffy Post

(Continued from page 1)

Deputy Post

(Continued from page 1)

more complex, particularly in the motion picture field, Frayne declared, the demands for engineers are growing.

He emphasized that such a program is vitally essential if the challenge to the leadership in industry is to be met. He said that he had grounded the groundwork for such a program with representatives of universities, labor, the government, television, and motion picture studios.

News Roundup

Cinerama Cited in Congress

A tribute to “This Is Cinerama,” for its pro-American effect on Constituency, is described in an advance written by the International Trade Fair Damascos, Syria, has been entered in the Associated Press wire, by Francis P. Bolton, Ohio Democrat. The tribute to the film was contained in a letter to Mrs. Bolton from Henry A. Hedenberg, former Assistant Secretary of State.

Use Electronicam Tomorrow

Erwin, Wasey is the first advertising agency to sign with DuMont for experimental use of its new Electronicam, a camera that simultaneously transmits live television pictures while making regular motion picture film. Wasey tomorrow will use the new process for one of its clients, the Admiral Corporation, on its “Life Is Worth Living,” with Bishop Fulton J. Sheen.

‘Ziki Zula’ to Mishkin

“Ziki Zula,” an African adventure feature, depicting a white woman’s search for a missing doctor in a jungle wilderness, has been acquired by William Mishkin of New York City for national release. Mishkin, who has the right picture in all territories except New York, which he will handle himself.

‘Orleans’ Here April 29


30 Dates in April For Fox’s ‘Violent’

Initiating the national release of “Violent Saturday” in CinemaScope, 20th Century-Fox has announced that the drama will open in 30 first domestic engagements during April.

Buddy Adler’s first production for the company, starring Victor Mature, Richard Egan, Stephen McNally, Virginia Leith and Lee Marvin, opened Wednesday at the Kearsar, Charleston; the New York City, Los Angeles, Hollywood, Los Angeles, Ritz, and Las Angeles; and the California, San Diego; and Thursday at the Fox, Springfield, Mo.; and the Hippodrome, Cleveland.

Openings on Friday were the Lincoln, Springfield, Ill.; Fox, San Francisco; the Paramount, Pittsburgh, Pa.; the Paramount, Dearborn, Mich.; and the Miracle, Milwaukee, Wis.; the Indianola, Iowa; the Orpheum, Wichita; the Paramount, Toledo, Ohio; the Paramount, Nashville, Tenn.; the Strand, Portland, Me.; the Comerford, Scranton, Pa.; the Comerford, Wilkes-Barre, Pa.; the Victory, Evansville, Ind.; the Newport, Bridgeport, Conn.; and the Bridgeport, Hartford, Conn.

“Violent Saturday” will bow in New York early next month.
STARRING
OLIVIA de HAVILLAND • ROBERT MITCHUM
BRODERICK CRAWFORD • CHARLES BICKFORD

the nation's greatest best seller!

one of the greatest all star casts ever!
$1,200,000.00 FOR ADVERTISING AND PROMOTION!

Watch for a barrage of national magazine ads... full pages in Life, Look, Collier's, Saturday Evening Post and 21 other high-circulation publications... readership of more than 300,000,000!

Watch for sure-to-be-talked-about posters... strategically placed on highways from coast to coast!

Watch for advance newspaper ads in all key cities... including full pages in New York and Los Angeles... covering 636,000,000 readers!

Watch for a saturation radio and TV campaign!

Then watch the boxoffice!

STANLEY KRAMER Presents

NOT AS A STRANGER

...available for July

FRANK SINATRA - GLORIA GRAHAME

with MYRON McCORMICK • LON CHANEY • JESSE WHITE • Written for the Screen by Edna and Edward Anhalt • Based on the Novel by Morton Thompson • Music by George Antheil

Produced and Directed by STANLEY KRAMER
O'Donnell

(Continued from page 1)

the laminated plastic, cards will be sold for $1 and will be good for one year from the date of issuance. The plan is a continuous one. Holders of cards allowed to purchase new cards at the end of each 12-month period can renew them, if they reach their 18th birthday. And there will be a continual flow of potential customers attaining the age of 12, O’Donnell said.

The card is expected to be especially desirable because it will provide reductions up to 50 per cent of admissions which the teenage group has been enjoying.

Aware that tens of thousands of “Movie Discount” cards might be sold throughout the circuit, a 12-month per year bookkeeping system is being set up to handle applications and renewals.

Advertising will point up the fact that the card will make it possible for the 12-through-17 year age group to see many pictures at Interstate theaters for the same amount of money previously paid for half-price admissions to outside elements who allow allowances to their children will be made cognizant of the savings they will derive as a result of the new plan.

Theatres to Get Manual

A special publicity and advertising campaign manual will be supplied each theatre in the circuit, giving managers the tools with which to dramatically and sensationally sell the unique plan. The campaign will not only introduce the plan but also will sustain it.

Theater managers are being urged to campaign on theatre screens, in lobbies, through newspaper stories and radio spots, approximately three weeks before the end of school the entire state will be barraged by a barrage of advertising, publicity and exploitation宣传活动 in all 150 towns of the circuit, O’Donnell said.

In preparation now are advance and current newspaper ads carrying pictures of the young people holding the new cards. Additionally, advertising placards will be available on thousands of newspapers to be handed out at schools and colleges. A month before the campaign, a four-page newspaper ad will be a four-page cartoon by a celebrated Texas newspaper cartoonist. It will be published in school papers and daily, etc., as explained.

The screens of a hundred theaters will be changed regularly. Colored 40x60 postcards, hangers, streamers and stickers will be used in the foyer, outer lobbies and marquees.

Radio and TV to Be Used

Unusual radio spot announcements will utilize the voices of well-known radio announcers and well-known television stations and announcements will be made on television.

O’Donnell, vice-president and general manager of the circuit, believes the plan will work to the mutual advantage of young and the producers. He believes the plan will be a golden opportunity to see more films, thus bringing heavier patronage to the theaters and instilling the moving picture companies with a number of people who will continue attending the movies after they reach 18 years of age,” the theater executive declared.

In the THEATRE Equipment World . . . with RAY GALLO

The Strong Electric Corporation, Toledo, has announced a new single transformer recifier designed especially for drive-in theaters. The new transformer recifier developed “especially for drive-in theaters needing the most powerful projection arc lamps but to which three-phase current is not economically available.”

The recifier is designed to meet the requirements for operating arc lamps burning 100,000 and 110,000 standard high-intensity carbon and 100,000 “Hitco” carbons. It has inverter controlled rectifier, lightlon control relay, an air-flow effective protective device and a large fan ventilator. Cables provide adjustment to compensate for supply voltage variations through a range of 10 per cent above or 10 per cent below the rated a.c. input voltage throughout the output rating range.

The radiant Manufacturing Corporation’s 1955 line of projection screens, together with a new variable anamorphic lens, will be introduced to exhibitors at a trade show in Paris in May—the “Biennale de la Photo et du Cinéma” (Festa). The exhibit will occupy large exhibit space at Grand Palais in Paris to show its new designed: wired screens—the “Colomaster,” “Champion” and “Leader”—its new wide-screens for amateur and commercial projection and its “luminosa” commercial theatre wide-screens.

A new, fully illustrated 60-page catalog has been issued by the American Playground Device Co., Anderson, Ind., for the present season of playground and picnic equipment for drive-in theaters, included in a section planning playground areas to approved specifications.

The “Oscar” for the best achievement in sound recording during 1954 presented to Universal—International by the Academy of Motion Picture Arts and Sciences for “The Glenn Miller Story,” marked the 22nd time that a Westrex-recorded film has been honored. (The award has been established 25 years.)

The picture also used Westrex equipment to re-record “On the Waterfront,” which received the “Oscar” for the best picture. The original recording of the latter picture was made in New York City by Westrex Corporation’s recording licensee, Tele-Script Corp., under the supervision of Murray Richter from a Westrex 111B magnetic recording system as grossed $15,500 to set a new non-holiday opening-day record since the theatre changed to a straight picture policy in 1947. The re-recording was supervised by Robert K. Shapiro, managing director.

The theatre management also stated that the second day’s business was running approximately 25 per cent ahead of opening day.

‘Herald’ Institute Reports

Exhibitors Turn to Single Features and Longer Runs

Exhibitors are turning to single bills and longer runs, adjusting operating policies to current conditions as evinced by a study of the shortage by “Motion Picture Herald’s” Institute of Industry Opinion. The report is published in the third and final report in its “Herald” study.

According to a survey, as a result of the shortage, or a corollary to it, exhibitors have adjusted operating policies in many directions with these results:

Twenty-eight per cent of theatres formerly using double features regularly have shifted to single features at all or most of the time.

Over 45 per cent of all theatres now using single features exclusively and another 27 per cent play double only occasionally.

The majority of theatres change programs three times a week but as many as 11 per cent of them now are forced to average runs of 21 or more days, frequently, under protest.

The average admission price is now almost 50 per cent plus tax and the average on advanced admissions is as high as 78 per cent above most exhibitors report, and are refusing to advance prices.

Although a number of exhibitors say they have shifted to single bill policy from double bill practice, not all of them are happy over the change. When reasons were indicated, they said either that there was not enough product available to continue double billing, that high rentals were making them to play the bigger pictures too long, or that higher rentals had precluded buying double bills.

27% on Mixed Policy

The very large number of panelists, 27 per cent, who have adopted a mixed policy, which means that some single and others double is significant. Also to be noticed is the fact that in small towns, presumably most of them without substantial competition, the single feature is most popular.

It is in the small towns, too, because the grossing potential is smaller, that the runs are proportionately shorter—a factor which the small exhibitors are vehemently telling the distributors, the report states.

A Louisiana exhibitor put it very clearly: “We normally book three pictures at a time but big houses in a small town is too much. We have to run the pictures too long and the combination of features will eliminate this. Out of four pictures, ‘Glen Miller Story’, ‘White Christmas’, ‘Cane Mutiny’ and ‘Magnificent Obsession’, only ‘Glen Miller’ made a profit and that a very small one. Now we have ‘Sign of the Pagan’, ‘Vera Cruz’, ‘Star Is Born’, ‘Bridges to Toko-Ri’, ‘Far Country’, etc., which arc classed as supers in the 50 to 70 cent class with extended playing time. Small income, we aren’t allowed to run these pictures because they can’t pay what the distributors want and make a profit. We need more pictures.”

Says Bidding Hurts

An Idaho panel member wrote: “The present supply takes care of a small town with four changes a week. Where exhibitors are hurt is in bidding—or in splitting the product in towns with two or more theaters. Having only 25% of a present supply in two theatres and there needs to be about double the present supply of product. All releases should not be allowed at all in towns of under 10,000 population in a run even in areas where there are two or more theaters. For my area at least, it is not profitable to show pictures for Saturdays—no crime, no sex—good clean action pictures of fair quality.”

Although the averages show that most theatres across the country except the big city first runs, try to maintain three changes a week, the present supply situation with long runs on the bigger pictures alternating with three of four even changes a week and zone doubling tell a frequent complaint arises from this very fact—that the first runs mille the big pictures and by the second runs, the booking problem for the subsequent runs.

Most Play Extended Runs

Although many of them protested against it, almost all the panel members reported they played extended runs from “occasionally” to “frequently.” These runs averaged 14 days in the smaller towns for 14 days in the larger situations as high as 29 days.

SAC’ Sets Record

At N. Y. Paramount

“Strategic Air Command,” being presented in VistaVision on the world’s largest screen at the New York Paramount, has grossed $15,000 to set a new non-holiday opening-day record since the theatre changed to a straight picture policy in 1947. The re-recording was supervised by Robert K. Shapiro, managing director.

The theatre management also stated that the second day’s business was running approximately 25 per cent ahead of opening day.

L’Heureux to Legal Staff of TV Probe

WASHINGTON, April 24—Senator Bricker (R., Ohio), ranking GOP member of the Senate Commerce Committee, announced yesterday that Robert L’Heureux as minority counsel for the committee’s current television investigation.

Dr. Bricker, a Manchester, N. H., lawyer, has been on the staff of the Senate Banking and Commerce Committee for many years. Sidney Davis is the majority counsel for the committee’s television investigation.
Some in TOA Not Opposed

(Continued from page 1)

expressing the feeling of some top exhibition leaders to the effect that a bid for government intervention may be used as a veiled threat to distribution for an improvement in the theater situation.

However, before any drastic action such as seeking governmental regulation is put into effect, as a last resort, TOA's officers and board of directors, who have operated the national association with a "Don't Call the Cops" theme, would like to meet and seriously discuss the move.

The interpretation of Martin's statement is that there has been a sharp change in sentiment among the group's leaders in dealing with distribution on trade practices.

Opposed by Goldenson, Fabian

A number of top TOA leaders, heads of national theatre circuits, such as Leonard H. Goldenson of American Broadcasting-Paramount Theatres and St. Fabian of Stanley Warner, have flatly gone on record as being in opposition to any exhibitor proposal to seek governmental regulation of film rentals.

At the 1954 annual convention of TOA in Chicago, the group's membership emphatically rejected Allied States bid for cooperation in the matter although the association approved a proposal that "go to the government" for consent decrees review and authorization for divorced circuits to operate in film production.

TOA's official response to Allied last November, made by Mitchell Wollson, co-chairman of the organization's finance committee, said in part: "We are very much opposed to governmental regulation in distribution in the event trade reforms are not in evidence. Their plan speaks of regulation but invites regimentation."

Wollson was not in attendance at last week's meeting at the Hotel Morrison, when a TOA commitee, composed of Martin, Walter Reade, Jr., Alfred Starr and Myron Blank, met with a committee from national Allied consisting of Rubin Shor, Ben Marcus, Ben Berger and Jack Sirachi to discuss mutual exhibition problems. Following the meeting, a joint statement issued disclosed that an invitation to the presidents of the film companies has been extended to attend a top-level conference on May 24 in New York.

Says TOA and Allied Agree

Martin also said in his statement that there was complete agreement between TOA and Allied officials, a unanimity of thinking that film and sales policies were exhibitors' Number One problem and that every effort must be made to obtain relief from their present suppressed position.

The TOA president, who last Tuesday addressed the membership of the United Theatre Owners of Illinois in Peoria, prior to issuing his Chicago statement, said that a solution to exhibitor's problems and an effective arbitration system for the industry can not be built until distribution changes its "static national sales policies."

Hot Potato

(Continued from page 1)

whether he would send a representa-

Also from the Coast, it is reported that Herbert J. Yates, president of Republic, will be in the East during the period of the Allied-TOA meeting and will very likely attend the conclave.

Nicholas M. Schenck, president of Loew's-M-G-M, is not due to return to New York until May 1 and no answer from Loew's is expected until after his return.

Universal president Milton R. Rack-

The meetings being held in view of the

RKO Studios

(Continued from page 1)

Superscope or CinemaScope medium.

The five pictures, Tevlin said, are "The Treasure of Pancho Villa," "The Boy and the Ball," "Bengazi," "Tennessee's Partner" and "Texas Lady." In preparation to follow these pictures are "Counterfeit," "High Destiny" and "Great Day in the Morning."

Governmental action on griev-

ances, a number of sales man-

agers reiterated their warnings that Allied is committing a "grave mistake."

One sales manager pointed to conditions in such countries as Italy, Denmark, and Belgium, where there is governmental regulation of the industry. He contended it has proven bad both for the producer-distributor and the exhibitor. "If Allied wins," this sales manager warned, "exhibitors will wind up with having a Government checker at the box-office."

Another sales manager contended that if the Government enters the field of controlling distribution, it will be forced to enter the field of regulating exhibition, including admissions.

Pay-TV Meet

(Continued from page 1)

the meeting he delayed in view of the

CINEMASCOPE

James Stewart in "The Man From Laramie" co-starring Arthur Kennedy, Donald Crisp, Cathy O'Donnell, Alex Nicol and Aline MacMahon with Wallace Ford - Screen Play by Philip Yordan and Frank Burt based upon the Saturday Evening Post story by Thomas T. Flynn - Directed by Anthony Mann - A Columbia Picture - A William Goetz Production in CineScope Color by Technicolor

JAMES STEWART
as
WILL LOCKHART

Questions as to their feeling on Allied's opening move last week in Washington to obtain...
N. S. S. INTRODUCES...

Travel-Ad

The new mobile banner frame for car top advertising!

Now...with the revolutionary new N.S.S. TRAVEL-AD Banner Frame, you can have a fleet of “traveling billboards” constantly advertising all your attractions throughout your patron-pulling area! Put them on top of your car, the cars of your staff and on trucks and cars of friendly cooperating merchants.

TRAVEL-AD is the eye-catching aluminum top-of-the-car frame for 24 x 82 banners, quickly and easily installed or detached from the roof of any hard top automobile.

Learn about the grand new inexpensive TRAVEL-AD plan that will “mobilize” your advertising! Great for drive-ins...and for conventional theatres, too!

For full details, fill out the attached coupon and mail—NOW! Or contact your nearest N.S.S. Exchange!

Mr. George F. Dembow
National Screen Service
1600 Broadway, New York, N.Y.

I am interested in the N.S.S. TRAVEL-AD Banner Frame promotion. Please have your representative call or write to me with complete information.

NAME ________________________________

THEATRE ________________________________

ADDRESS ________________________________
Schary Points to Peak

55 MGM Stories in Work

The Loew's M-G-M studio has 55 story properties in various stages of preparation, it was announced yesterday by Dore Schary, vice-president in charge of the studio, who is here from the Coast for home office conferences.

Schary, referring the large number of properties in work, forecast the peak of production and employment at the studio will be reached in June.

(Continued on page 6)

Financial Survey
Sees 1955 Gain in Attendance, Houses

Motion picture theatre attendance in 1955 may exceed a weekly average of 50 million and could approach 55 million, compared with about 49 million in 1954 and 46 million in 1953, an industry analysis by Standard & Poor's predicts.

Theatre revenues in 1955 could reach $1.3 billion, against $1.2 billion last year, the survey reports, attributing the gain to the "increased number of theatres now in operation." Financial results of theatre operators, however, "will continue to be restricted by higher film rental and other operating expenses." (Continued on page 4)

Revive Global Liaison Idea

British Exhibitors Ready to Continue Talks

Welcome for TOA's Reade

By PETER BURNUP

LONDON, April 25 — Cinematograph Exhibitors Association leaders reacted quickly to the news that Walter Reade, Jr., Theatre Owners of America board chairman, proposes visiting this country in May for conferences in London scheduled for Wednesday, May 11.

In their report to this week's council meeting with the executives and to sit in at the Council's deliberations the next day.

The officers' report says that Reade will be made "very welcome"; adding "There is quite a lot happening in London, and we will be here on May 10 for a preliminary meeting with the executives and to sit in at the Council's deliberations the next day.

(Continued on page 7)
**Thailand’s Premier Praises U. S. Films**

*From THE DAILY Burmese*

**HOLLYWOOD, April 4** — The Thailand Prime Minister, Field Marshall Phibunsonggram, today told industry leaders he is looking forward to prizes given in his honor by the Association of Motion Picture Producers at the Paramount studio. "You send us the single most effective form of entertainment, but education as well. It creates greater understanding of and respect by the citizens of Thailand, and strengthens already the warm friendship between our peoples."

**Universal’s Sales Drive Ends Friday**

Universal Pictures’ 17-week “Charles Boyers” film campaign will be in the history books this weekend, and what is expected to be one of the biggest week’s business in company history, it was announced yesterday. Although the final results of the “Feldman” drive will not be known for several weeks, the leaders of the drive at the end of the 16th week were the Southern division headed by F. J. A. McCarthy, with the Western division taking the Eastern division of P. T. Dana virtually tied.

The district of Henry M. Martin, who headquarters in Dallas and supervise the Dallas, New Orleans, Oklahoma City and St. Louis branches, was leading in the competition, the place held by P. F. Rosian’s district which includes the Cleveland, Detroit, Chicago and Pittsburgh exchanges.

At the end of the 16th week, the Seattle branch managed by Albert E. Laid of the new Greater P. T. Dana office in Emeryville, Calif. was tied to take the single-gar color television picture title.

The three newly appointed officers will continue to serve in capacities held for six years, the new president becomes vice-president and remains director of research and development on the East Coast. Patterson becomes the board of directors and becomes general manager of the West Coast development laboratory, Emeryville, Calif. becomes the new president, and remains executive vice-president, and continues as business manager of the West Coast operation.

**Kodak 12-Week Net Put at $14,763,628**

ROCHESTER, N. Y., April 25—Sales and earnings of the Eastern Kodak Co. were the highest for the company’s history, it was announced yesterday, by Thomas J. Harragrace, chairman, and Albert K. Chapman, president, respectively. Consolidated net profits for the 12-week period ending March 20, 1955, were $14,917,688, an increase of 13 per cent over the $13,998,664 for the same period in 1954.

Consolidated net earnings for the first quarter were $14,763,628, an increase of 26 per cent over the $11,797,275 for the first quarter of 1954. The quarterly earnings were equal to 84 cents a share on 17,405,168 common shares outstanding, compared with 78 cents a share for the first quarter of 1954. The per share earnings compared with 70 cents a share on 17,405,162 common shares outstanding in the first quarter of 1954.

Dividends declared in the first quarter were $.50 on preferred, and 50 cents on the common shares.

**Lait East Next Week For Pickman Talks**

HOLLYWOOD, April 25—George Lait, former director of publicity at the Columbia Pictures studio, will be here by plane next week for conferences with Paramount’s Jerome Pickman on a new post in which Lait will be working with the studio’s new publicity department.

Lait will find new challenge in the publicity department and will be working with individual advertising-starting with “Ulysses.”

Lait thereafter will report to Pickman as the new director of the Paramount studio.

**United Jewish Appeal Sets May 24 Tribute To Albert Warner**

Major Albert Warner, vice-president of Warner Brothers, has been selected by the steering committee of the motion picture and amusement division of the United Jewish Appeal of Greater New York to be the guest of honor at the annual industry-wide UJA luncheon on May 24 at the Hotel Pierre here.

The announcement was made yesterday by Adolph Schimmel, vice-president, general counsel and secretary of Universal Pictures, the division’s 1955 chairperson.

In announcing the designation of Major Warner as the recipient of UJA’s tribute, Schimmel stressed the importance of the steering committee in prevailing upon Major Warner to accept this honor after he had declined the generous gesture to his many, he said.

“For more than a quarter of a century, Major Warner with his brothers, Harry and Jack L., has been leading them in their communities in all charitable and humanitarian causes seeking the betterment of the Jewish and economic lot of mankind.

“Major Warner has been especially active for many years as one of the leaders in the motion picture and amusement division’s UJA activities.”

**Tax-Free UHF Sets Urged by TV Mfrs.**

WASHINGTON, April 25—Television set manufacturers have agreed that the best way to stimulate production of all-channel TV sets, capable of receiving ultra-high-frequency broadcasts, is to exempt such sets from the 10 per cent Federal excise tax on all television sets.

The manufacturers met with Senate Interstate and Foreign Commerce Committee chairman Magnuson (D. Wash.) to discuss ways of promoting the Set-Standard UHF TV老人家, which has been in the works for several years. The manufacturers showed almost complete unanimity, Magnuson later reported, that tax exemption for these sets would be effective, since the exemption would be just about sufficient to eliminate the price differential now existing against such sets.

**NEW YORK THEATRES**

RADIO CITY MUSIC HALL

Rockefeller Center

**THE CLASS SLIPPER**

*In radiant COLOR starring*

Leslie CARON  Michael WILDING

As M. G. M. Productions

In association with

AND THE MUSIC HALL’S GREAT

EASTER STAGE SHOW
SENSATIONAL!
In its first engagement, COLUMBIA’S “CELL 2455, DEATH ROW” smashed every opening day record in history of Boston’s Pilgrim Theatre!

DATING LIKE LIGHTNING IN THESE 14 SATURATION, BIG CAMPAIGN AREAS:

Los Angeles • San Francisco • Portland • Jacksonville
Pittsburgh • Cincinnati • Atlanta • Charlotte • Denver
Boston • New Haven • Albany • New Orleans • Seattle
Clem Stigdon, formerly director and writer on the staff at KRO-Lite, has been appointed manager of special projects of the CBS Television press information department.

William F. Blowitz has been retained as West Coast publicity representative for Standard Brands. No. As a Stephenson-Ford forthcoming United Artists release, it was announced here by UA.

Robert F. Blake, former director of publicity for NBC's owned-and-operated stations division, has been appointed to the newly created post of manager of special projects of the CBS TV network.

E. B. Hoffman of the Connecticut Theatres Circuit, New Haven, has received an award of merit for distinguished service and leadership in the United Jewish Appeal campaign from the Connecticut Conference of Jewish Communities.

Alfred Hitchcock's "Rear Window" has been chosen as the outstanding motion picture of 1954 by the Mystery Writers of America. The citation given the Paramount feature is known as the Edgar Allan Poe Award.

Buddy Baer has been signed by Cecil B. DeMille for the role of Miracle in "The Ten Commandments," dramatization of the life of Moses.

Jack Bruckner, former Columbia salesman in Cleveland, has formed The Bruckner Management Co., becoming the third booking agency to operate in the Northern Ohio area.

John Daly to Salute Rogers Hospital

News

5% Admission Tax

RAYMOND, Wash., April 25—Raymond's city commissioners have ignored the plea of the city's only theatre operator, for a reduction of an "unfair and impossible" five per cent city admission tax.

Calling his operation typical of small-town theatres, David Spracher, Seattle theatre executive who counts the Raymond Theatre among his holdings, said the tax is "impractical" as an item for small business.

The competition of television and the theatre's fixed costs have damaged the small-town theatre industry seriously in recent years, he said. In Washington, the city commission has been reduced to lighten the burden on struggling theatres, the commission was acting.

The Raymond Theatre has operated in the red for the past four years, although the addition of CinemaScope cut costs in $2 to $2,700, Spracher said. In fact, his drive-in theatre holdings were prospering better than the Raymond. There has been no profit for the sale and production of Cine-Kodak amateur movie film and roll film, both color and black-and-white.

Columbia in Mass Bookings of Two

PITTSBURG, April 25—One of the biggest movie runs in Western Pennsylvania film history will take place this week when Columbia sends "Cell 2455, Death Row" and "Seminole Uprising" into 20 houses first-run this week. Another additional 100 houses will feature the same double bill the following week.

Eastman Creates New Sales Division

ROCHESTER, N. Y., April 25—Two executive appointments in the sales department of the Eastman Kodak Co., one involving the creation of a new sales division, were announced here.

Myron L. Kerney has been appointed manager of the new amateur film sales division. Charles J. McNary, formerly of Arlington Heights, Ill., has succeeded Kerney as manager of amateur accessories sales. Both are located at Kodak office here.

The amateur film sales division will be to the benefit of the sale and promotion of Cine-Kodak amateur movie film and roll film, both color and black-and-white.

Survey

(Continued from page 1)
DISCOVER A NEW HIGH IN AIR TRAVEL...

TWA's great new
SUPER-G CONstellations

NON-STOP TO LOS ANGELES
NEWEST, QUIETEST, MOST LUXURIOUS AIRLINERS IN THE SKIES TODAY!

Created by Lockheed especially for TWA!
Powered by Curtiss-Wright's newest Turbo-compound engines!
Interior by Henry Dreyfuss, world-famous designer!

First to fly NON-STOP coast to coast, TWA now sets new standards of speed and luxury in transcontinental air travel with the great, incomparable Super-G Constellation.

Never before have so many new features been introduced in one giant airliner. Not just one, but four cabins... three beautifully appointed lavatories, rich wood-paneled interiors, adjustable reading lights, handy baggage racks, the widest and roomiest lounge chairs in transcontinental service, glare-free picture windows — much, much more.

Plan to enjoy it all at no extra fare on your next trip between New York and California. Make your reservations today.

DEPARTS DAILY AT 1 P.M.
from New York International Airport
Other convenient non-stop and one-stop Super Constellation flights daily to Los Angeles and San Francisco

FOR IMMEDIATE RESERVATIONS
SEE YOUR TRAVEL AGENT OR CALL TWA:
Lexington 2-7100
Or visit one of TWA's conveniently located ticket offices:
East Side Airlines Terminal Building, 1st Ave. and 38th St.
80 East 42nd St. • Shoreton-Astor Hotel Lobby
380 Madison Ave., 15th Floor
624 and 630 Fifth Ave. • Hotel Steller • 47 Broad St. • 120 Broadway
Brooklyn: 200 Livingston St.
Newark, New Jersey: 13 Commerce St.; Mitchell 3-7550
White Plains—33 Mamaronock Ave.—White Plains 8-7282

Fly the finest... FLY TWA
TRANS WORLD AIRLINES

Meet fellow passengers in the “Starlight Lounge.” Relax in deep-cushioned sofas and order a drink. Choose champagne, bourbon, scotch, cocktails — with TWA's compliments, naturally.

Sleep away the miles in a berth that's even roomier than rail berths! In the morning, awaken to breakfast in bed. It's the only air sleeper service between New York and California.

Finest food in flight! Mealtime means a de luxe dinner. And any time, enjoy your favorite drink, delicious snacks or tempting canapes from TWA's galley — all at no extra cost.
Anti-Toll TV

(Continued from page 1)

Gordon, John V. L. Hogan, engineering consultant; Dallas Smythe, economic consultant; and Harry N. Mark, columnist, are the five panelists who will be the featured speakers, Dec. 15, at the Federation's dinner meeting in the Empire State Building, New York City.

The discussion will be conducted by Frank C. York, vice-president of the federation.

The dinner meeting is open to all members of the industry.

The meeting will be held at 6:30 p.m., at the Empire State Building.

Defense Dept.

(Continued from page 1)

Motion Picture Service was to work out details with each distributor in each state.

The industry had earlier worked out an agreement with the Independent Motion Picture Service, but the private film exchanges were to play first-run films ahead of competing military theatres, and, in the case of the Specialty group, to agree to liberalize the lists of names that could be admitted to post theatres. Several weeks ago, however, the individual exhibitors rejected this plan at a large industry-military meeting at the Pentagon.

Division Suggested

At that meeting, Wilson asked why the military and private theatres could not divide up the first-run product. The industry agreed to try to work out the details of such a plan, and submitted a proposal along this line last week. The Defense Department’s rejection of the plan was reported here yesterday.

In Washington, A. Julian Brylawski, who has briefed the press on previous plans for distribution, visited the Pentagon, confirmed that the Defense Department had turned down the split-product offering and “is apparently going to insist on status quo.”

He said that he could not see any other steps that the industry could take to work out a solution with the Pentagon.

MGM Stories

(Continued from page 1)

highly optimistic that it will have unusual interest and appeal for the constant growing potential audience domestically and abroad.

Stepped up pre-production activity to implement the long-range plans has been a visible indication of the industry’s increasing interest in new and potentially high-grade features. The public interest in such material, and the industry’s need to provide new and innovative entertainment, have led to a flurry of activity in the development of new projects.

Four to Start in 6 Weeks

Within the next six weeks, he went on, four major pictures will go into production.


Defense

(Continued from page 1)

MGM’s Studio

Foreign:

Rocky Graziano wants Marlon Brando (who first met some years ago at Stillman’s Gym) to portray him in the film version of his life story. Some important scenes of the Brando by Graziano, incidentally, took place five years ago in a prison scene, “Come Out Fighting.” John F. Dulles, Harold MacMillan and V. Molotov, will appear next week on Peter Arnell’s ABC-TV vehicle, “The Name’s the Same.” The namesake of the U.S. Foreign Ministers of the U.S. and the Soviet Union, are an insurance agent, farmer and steel worker, respectively.
Changes

(Continued from page 1)

has been succeeded in this office by Ben Marcus who, on retiring from the presidency, volunteered to continue to work for Allied so far as his private affairs permit.

Irving Dollinger, having been elected treasurer of national Allied, in the official line, was relieved as regional vice-president, and former president Wilbur Snaper was named in his stead.

Berger Chairman

Benjamin Berger, already a member of the Emergency Defense Committee, was elevated to the chairmanship. Abe Berenson was relieved as a member of EDC and replaced by Glenn D. Thompson of Oklahoma. Berenson remains as a regional vice-president.

This is the official roster:

Regional Vice-Presidents
Area 2.— Horace Adams: West Virginia, Western Pennsylvania, Ohio.
Area 3.— Ben Marcus: Indiana, Illinois, Michigan, Wisconsin.
Area 4.— Benjamin Berger: Iowa, Nebraska, Kansas-Missouri, North-Central, Mid-Central, Rocky Mountain.
Area 5.— Abe Berenson: Mid-South, Gulf States, Oklahoma, Texas.

Emergency Defense Committee
Berger, chairman; Adams, Dollinger, Kirsch, Marcus, Myers, Shor, Snaper, Thompson and Nathan Yamins.

Allied Committee on Toll-TV
(Also Allied’s representatives on Joint Toll-TV Committee).
Trueman T. Rembusch, chairman; Gordon, Shor and Myers, counsel.

Permanent Finance Committee
Morris Finkel, chairman; Adams, Gordon, Kirsch, C. Elmer Noble, Jr., Shor and Yamins.

Caravan Committee
Leo Jones, chairman; Fred Harps, Elmer Hulder, Rembusch and W. A. Carroll, general manager.

Representatives on COMPO Executive Committee

U.K. Welcome
(Continued from page 1)

which the opportunity for an exchange of views will be valuable to both parties, especially in view of reports of efforts on the part of American producers to raise the level of film hire considerably.

It was agreed that general council invite Reade to a luncheon.

The T.O.A. chairman is likely to have a busy time here. Exhibitors have been told that if any of them wishes to raise specific points with him they should put their questions down in writing and submit them to C.E.A’s general secretary, Walter Fuller, in order that they may be collated and handed to Reade on his arrival here this week.

Expected here also in early May is Johannes Gordon, secretary of Allied States Association of Motion Picture Exhibitors. He, too, will be entertained by C.E.A’s general council.

Allied Board Meets Here on May 24-25

The regular spring meeting of the board of directors of Allied States Association has been scheduled for May 24-25 at the Hotel Waldorf Astoria in New York. The board session coincides with the proposed meeting date of Allied and Theatre Owners of America leaders with presidents of the distribution companies. The TOA-Alied group has asked for a May 24 session with the company heads.

TOA, Allied

(Continued from page 1)

more than four or five outlets or even any individual theatre grossing more than $50,000 a year.

This is one of the very rare occasions when a TOA official has been designated to speak for Allied States as well.

Allied Eyeing

(Continued from page 1)

Exhibitors Association of Great Britain and Ireland in London.

Myers said that for several years he had been in correspondence with exhibitor leaders in Great Britain, France, South Africa and India. Considerable information, he said, has been exchanged and cordial relations have been created by correspondence. Allied, Myers reported, has several times been invited to send a representative to exhibitor meetings in Europe and this year Allied is sending a good will ambassador abroad.

Reade to Europe as TOA Representative to CEA

Walter Reade, Jr., chairman of the board of Theatre Owners of America, is slated to leave here this week for the Cannes Film Festival and for a subsequent meeting with the Cinematograph Exhibitors Association in London. TOA made a preliminary study of a working arrangement with the CEA last summer when Alfred Stare, chairman of the executive committee, met with CEA leaders in London.

Whether TOA and Allied will work jointly or individually with the British organizations on mutual problems has not been clarified.

Schwalberg

(Continued from page 1)

* outstanding service to Paramount and for the tremendous part which he had played in the development and public acceptance of VistaVision.

Schwalberg in response told the gathering that in his new association with Ilya Lovert and Paul Gregory Productions, he would handle the distribution of a limited number of pictures, many of which are scheduled to be filmed in Paramount’s VistaVision process.

Immediately following the conclusion of Schwalberg’s remarks he was presented with a special arm chair, a duplicate of the one he had used at his desk throughout his tenure of office as president of Paramount Film Distributing.
IN MAY FROM 20th

Edward L. Alperson presents

THE Magnificent Matador

THE WORLD'S MOST DANGEROUS GAME...

TO FILL YOUR SCREEN WITH EXCITEMENT!

LIVE with the Toreador!
FIGHT the Brave Bulls!
MAKE the Pass of Death!
LOVE as if there's no tomorrow!

in GLORIOUS COLOR

Cinemascope

starring

MAUREEN O'HARA • ANTHONY QUINN

with Richard Denning • Thomas Gomez and Mexico's Top Matadors • Directed and Story by BUDD BOETTICHER
Screenplay by CHARLES LANG • Co-Producer Carroll Case • Released by 20th Century-Fox

"IT'S A PLEASURE TO DO BUSINESS WITH 20th!"
After Conferences
Berger Sees Early Action
On Regulation

Move May Be Preceded
By Senate Investigation

Special to THE DAILY
MINNEAPOLIS, April 26.—Proposed legislation regulating the dis-
tribution of motion pictures is getting close scrutiny by several members of
the House and Senate with a promise that it will either be introduced shortly or
that introduction will be preceded by a full-scale Senate inves-
tigation of the industry. Benjamin N. Berger, president of North Central
(Continued on page 2)

Anti-Toll TV Group
To Seek New Allies

From THE DAILY Bureau
WASHINGTON, April 26.—Plans
for enlisting additional groups outside
the film industry in the fight against
toll television were discussed today
at a meeting of members of the Joint
Committee Against Toll Television.

According to Donald Walsh, of the
Robert S. Taglinger firm, those at-
tending the meeting were hopeful that
the one-month extension in the dead-
line for filing public comments with the
Federal Communications Commiss-
ion would give the joint committee
a chance to line up many more public
(Continued on page 5)

Expect Presidents’ Conference Decisions Friday

To Mull Parley Bid at Luncheon

Paramount Pictures’ answer to ex-
hibition’s bid for a round-table in-
dustry conference will be made be-
fore the end of the week, it was
disclosed here yesterday by Barney
Balaban, Paramount president.

Balaban, saying that the joint Al-
lied-Theatre Owners of America re-
quest is now being considered, did
not indicate what Paramount’s answer
would be.

Meanwhile, there were indications
that many company presidents may
announce decisions following their
luncheon meeting here on Friday with
Eric Johnston, president of the Mo-
tion Picture Association.

In the meantime, it was learned
from a 20th Century-Fox spokesman
that the company’s president, Spyros
P. Skouras, favors the round-table
conference, called by exhibition for
May 24 in New York, although he
did not indicate that Skouras would
fully accept the invitation. The 20th-
Century-Fox spokesman hinted that some
question arose in Skouras’ mind as

to the agenda; that is, what is to be
covered in the exhibition request to
discuss “mutual problems.”

Among those slated to attend Fri-
day’s luncheon meet with Johnston, it
was learned, are Skouras, Balaban,
and Nicholas M. Schenck, president
of Loew’s-M-G-M. Presidents not
available in New York are expected
to be represented by top executives
of their respective companies.

In the meantime, a number of sales
managers have expressed their offi-

certified, chargin at the exhibition
move, taking the problem over their
heads, directly to the presidents.

It was the sales managers’ position
en-
dorsed by TOA before the exhibition
organization changed its policy, that
the round-table conference should
agree on arbitration. It is conti-
nued in some distribution circles
that if the energy expended in plan-
ing and executing an industry con-
ference would be expanded on arbi-
tration, the possibilities of an agree-
ment in that area would be greater.

For Largest Screens Available
M-G-M DEVELOPS 65MM. PROCESS
Can Utilize Standard Projection; Prints
May Be Reduced to Conventional 35 mm.

HOLLYWOOD, April 26.—The develop-
ment of a 65mm. photographic
process, to be used in important forthcoming Loew’s-M-G-M pictures, was
announced here today by E. J. Mannix, general manager of the studio.

The new technique will make pos-
sible the filming and presentation of motion pictures on the largest screens
available anywhere. At the same time, the system will provide for the ex-
hibition of the same picture on nearly any screen by utilizing standard pro-
jection equipment and without the re-
quirement of a separate camera or
other duplication of work during pro-
duction,” it was stated.

Involved in the new technique is the
reduction of 65mm. prints to standard 35mm. film for either con-
ventional large screen, or Cinema-
Scope projection, it was announced.

The studio stated that “the new

system will be filmed with


cameras having conventional
type mechanics adapted to handle double-sized film, fed
horizontally. The special cam-

era lenses developed for the


system by Panavision, Inc., will

provide for simple operation, 4)

(Continued on page 4)

Facilities of a Major Studio Invaluable to
Independent: Schary

Schary, discussing the respective
(Continued on page 4)

Important Items on
Loew Board Agenda

The Loew’s-M-G-M board of di-
rectors is slated to meet here tomo-
rrow with a number of important items on its agenda.

Among them is the study by Arthur
Loew, Jr., president of Loew’s Inter-
national, of studio operations, which
he recently completed. President
(Continued on page 5)
Personal Mention

STANLEY KRAMER, producer, with Mrs. Kramer and their son, will leave here today aboard the "Queen Mary" for Europe.

HENRY BUMSTEAD, Paramount art director: Clarence Erskine, production executive, and Bert Pulsifer, cinematographer, left New York yesterday for London via B.O.A.C. Monarch.

WALTER READE, Jr., chairman of the board of New York's owners' group, will arrive in New York today en route to Paris to attend new duties for the company in Europe.


By LESTER DINOFF

Declaring that the present method of product distribution in New Jersey is having a detrimental effect at the box office, Wilbur Snaper, president of the Allied Theatre Owners of New Jersey, announced here yesterday that the membership of his company will not fall back on the program to the national Allied Board, which will meet at the Waldorf-Astoria, New York, on April 26.

Snaper disclosed that the New Jersey Allied members have instructed Irving Doolinger, their representative on the Allied National Board, to present the following resolutions:

1. Have the Allied States Association board of directors try to facilitate the flow of product by having clearer instructions about the time of completion of a run, but after a number of predetermined days at a first-run house.

2. Prevail upon the distribution companies not to cut off the Bow of top quality product during May and June and not to release secondary films during that two-month period.

Snaper, who also is a vice-president of national Allied, declared that his New Jersey group intends to take action as a counter step to force a change in distribution policies throughout New Jersey. "We will appoint a committee to study the problem and I think it will be decided this matter," the exhibitor stated.

"The releasing of pictures in New Jersey must be handled in a more restrained effort at the box office," Snaper said. "It is ridiculous that Newark and Jersey City have to wait for a picture to be released in New York and twelve days before the film can be exhibited in those cities and this results in a holding up of the entertainment effort." he added.

The New Jersey Allied head said the committee that met here yesterday, is really concerned with distribution holding back of "product of stature" during May and June. "Distribution says they have no markets. That's what counts, but they are releasing secondary films during this doldrum period," he said. "A few "A" pictures are going on in New Jersey, and June and July offering second runs in June, July and August.

Snaper said that other topics for discussion at the regular monthly meeting of the New Jersey Allied convention at the Concord Hotel, Klamashka Lake, N. Y., June 21-22-23, when there will be an election of officers, a report of subscription television, and some talk on the Northport Case.

Sees Attendance Down

Commenting on a survey throughout New Jersey, Snaper stated that there is a "diminishing audience and diminishing returns" at theatres currently, "we have it because of Federal tax relief, but there are less admissions today than ever before because the exhibitors asked for some relief. It is going to get worse. There is no way to abide by the Federal regulation may be the answer to exhibition problems as the "seller has no concern for the customer or buyer in this industry."

Regulation (Continued from page 1)

Allied and a national Allied vice-president, said here today.

Bergen spent several days in Washington as a member of the Allied general counsel, discussing industry problems with "several members of the Senate" including Sen. Hubert Humphrey of Minnesota.

Bergen said that the Allied proposal for Federal regulation received a "sympathetic" hearing in the Senate. "We have been assured," Bergen said, "that legislation will be introduced. Nobody doubts that there will be legislation that will not have a Senate committee will first hold a full-scale investigation of the industry."

He declined to give the names of other members of Congress with whom the situation was discussed, adding that he assumed that the Senate Small Business Committee would handle any hearings called.

Lipton Meetings (Continued from page 1)

map the company's promotional plans on its summer releases.

Also to be charted are the promotional campaigns on "The Striker," which opens September 2, after a series of key city openings during July and August, and "To Hell and Back," which is being set up as one of the biggest promotional campaigns in the history of U-I, according to Lipton.


Top Echelon to Attend

Attending the meetings will be Charles Simonelli, Eastern advertising and publicity manager; Clark Ramsay, executive assistant to Lipton; Philip Gerard, Eastern publicity manager; Jeff Livingston, Eastern advertising manager; Herman Kass, Eastern exploitation manager; Henry A. Linet, sales promotion manager; Bob Bielski, supervisor of television and radio promotional activities at the U-I Studios; Bob Faber, supervisor of promotion of trailers; John Horton, U-I's Washington representative, and Robert Gillham, vice-president of Cunningham & Walsh, Universal's advertising agency.

Showcase of the East (Continued from page 1)

FOR YOUR SCREENINGS

Cinemascope

• 16, 17½, & 35mm tape interlock

MOVIELAB THEATRE SERVICE, INC.
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CUTTING & EDITING ROOMS AVAILABLE

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Golden Gate; London W. 1; Hope Burn; Manager, Peter Burnum; Manager, William W. Neudorf, Publisher; Motion Picture News; motion Picture Pictorial; Exhibitors News; and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Frame. Entered as second-class matter Sept. 21, 1929, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $2 foreign; single copies, 10c.

2 MOTION PICTURE DAILY Wednesday, April 27, 1955
SOON YOU WILL HEAR IT EVERYWHERE!

"'Interrupted Melody' Is A Wonderful Picture!"

NATIONWIDE PRE-SELLING:
M-G-M columns in national magazines. Advertised in Saturday Evening Post and all fan magazines. 30-day teaser campaign locally. Big co-operative advertising at playdate. More advance screenings for press, magazines, radio, TV than any recent picture, insuring nationwide penetration prior to your opening.

TYPICAL COMMENTS:
The Nation's Top Female Syndicated Columnists hail the Greatest Woman's Picture in Years! "A Wonderful love story."—HEDDA HOPPER "Picture of the Month. One of the screen's great movies."—LOUELLA PARSONS "A great motion picture."—SHEILAH GRAHAM

M-G-M presents with SONGS and COLOR in CINEMASCOPE

"INTERRUPTED MELODY"

Starring GLENN FORD • ELEANOR PARKER

With ROGER MOORE • CECIL KELAWAY

Written by WILLIAM LUDWIG and SONYA LEVIEN

Based On Her Life Story by MARJORIE LAWRENCE • Photographed in EASTMAN COLOR

Directed by CURTIS BERNHARDT • Produced by JACK CUMMINGS

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)
Motion Picture Daily

Wednesday, April 27, 1955

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65mm.

(Continued from page 1)

minimum weight and photographic images with a sharpness of focus and freedom from distortion not hitherto achieved in large-screen presentations, it was added.

The new system, the studio statement continued, is adaptable to a multiplicity of sound systems now in use, whether magnetic or phonotic.

According to Mannix, the new process results from a study and evalua-
tion of experiments extending over many years directed by Douglas Shearer, who is in charge of M-G-M's technical research and assisted by Franklin Milton.

At the same time, Mannix announced that production facilities at the studio are being increased to meet the demands of M-G-M's peak pro-
duction period under the direction of studio executive J. J. Colin and aided by technical heads of various branches. The following expansion plans were disclosed:

Redesign of the industry center increasing by 200 per cent the productive capacity of sound, print, shop, mills, machine shop, paint department and other units in this group. This is being handled under the supervision of William Spencer.

Color Film Capacity Expanded

J. E. Tucker has completed installation of a new processing equipment in the laboratory, recreating these fabrics to increase the carpeted area of color film to a capacity of 3,000,000 feet a week, enabling M-G-M to not only process but produce negatives of color films but also supply release prints of uniform quality to the world market.

Important innovations, it also was announced, are being carried out in sound techniques by Wesley Miller and include many developments in recording and projection of greater simplicity and improvements never before possible, it was stated. Miller was said to have directed installation in the M-G-M British studio of simul-

taneous camera and sync sound apparatus, making it possible for an interchange of operations between the Hollywood studio and London with technical uniformity.

In Privately-Brought Cases

House for 4-Year Limit on Treble Damage Trust Suits

WASHINGTON, April 26.—The House has passed a bill to set a uniform four-year Federal statute of limitations on suits. The measure now goes to the Senate.

The bill passed the House on a voice vote with almost no controversy. The only question coming from Rep. Patman (D., Tex.), who repeatedly Home Judiciary Committee chairman Cellen. N.Y., and others handling the bill assert that the four-year limit ran from the time of discovery rather than from the date of damage in cases involving fraud and conspiracy.

At present, the time limit on private damage suits is set by state laws. These range anywhere from one year to 20, and the average is about 4:8 years.

Film distributors had originally urged a two or three-year Federal limit, and the exhibitor spokesman had suggested a four, five or six-year limit.

The proposed four-year Federal time limit has been brought in about eight months after the pending bill becomes law. The judiciary committee said that it would give a trial period to persons who want to bring suits in states with a time limit of more than four years. The new time limit would not affect any suits already in the courts when the bill becomes law.

On the other hand, the new time limit would not act to revive claims on which the statute has already run. In regard to an anti-trust suit, for example, if the state has a two-year limitation and an injunction took place three years ago the claim would not become live now by virtue of the new four-year Federal statute.

The bill continues the present law tolling the statute of limitations for private suits during the pendency of Government anti-trust suit, but declares that if the four-year time limit runs out during the pendency of the Government suit, the private suit has two years to be brought from the time the Government case is concluded. Otherwise, the judiciary committee said that it would give a trial period to persons who want to bring suits in states with a time limit of more than four years. The new time limit would not affect any suits already in the courts when the bill becomes law.

Scharry Says

(Continued from page 1)

In reference to story content, Scharry said that "it seems to be in-
creasingly clear that the audience is demanding more provocative films," citing the success of such pictures as "Fury," "Blackboard Jungle," and "The Caine Mutiny." Scharry was introduced by Jack W. Hubbell, of the Simmons Mattress Co., who explained that yesterday's luncheon meeting was held to honor the motion picture industry.


MGM Studies

(Continued from page 1)

rules of independent and major studio operations, stressed his belief that the resources and production facilities of major studios are just as vital today as they were in the past. In addition, he declared, the independents need the association with a major studio.

Referring to costs of independent and major studio production, Scharry contended that "despite great talk of overhead" of major studios the overhead provides invaluable material and resources and manpower for pictures. He went on to cite M-G-M pictures such as "Executive Suite" and "Seven Brides for Seven Brothers" which he contended could not be made in cheaper than would have been possible by an independent.

The independent connected with a major studio, Scharry maintained, will find that he is still able to function more efficiently.

Scharry predicted a good year for the motion picture industry, forecasting that 1955 "may lay to rest some of the pessimistic predictions that have surrounded the industry for the past few years." He acknowledged that some "new dimensions" have helped, but not the biggest factor is the success of the story and how it is told by and to whom.

First 65mm. Starts

In August, Scharry

Loew's-M-G-M hopes to start its first picture in the new 65mm. process in August, Dore Schary, vice-
president in charge of production, stated here yesterday.

Schary, interviewed following his address to the Sales Executives Club of New York, said the picture to be photographed in the new process has not yet been selected, adding that the studio is considering two possibilities. He added that the selected film will be released this year.

Under the new 65mm. photographic system, Schary said, theatres will be able to project in a ratio varying from 1.85 to 2 to 1. He said plans are to reduce to standard 35mm. projection all films shot in the new system, with the possible exception of one or two productions which may be road-shows.

It is stated that M-G-M had no plans to shoot all of its films in the new process, pointing out the need for black-and-white productions, too, and by inference indicating that the new process would be utilized for color productions mainly.

In M-G-M, he went on, responding to a question, will release from 27 to 28 productions this year and expects to release approximately the same number in 1956. This compares to the 22 released in the previous fiscal year, running from Aug. 15, to Aug. 1954.

Panavision Today Will Clarify Use of Its Process by MGM

HOLLYWOOD, April 26.—Panavision today will make a statement clarifying the utilization of its camera system in the new 65mm. photographic process of Loew's-M-G-M announced today.

Ohio Protests Bring Marion Tax Study

Special to THE DAILY

COLUMBUS, O., April 26.—Following protests against the admissions practice in theater chains, the Marion City Council referred the proposal to the city's three per cent tax to the finance and utilities committee, which will report May 9, Ohio, owned by Selected Theatres, and State, owned by Charles Sessett, have threatened to close some if relief is not granted. A Palace and Marion, owned by Northio Theatres Corp., have been dark since Dec. 12.

Appearing in protest were Robert Cogne, representing the Council of Motion Picture Organizations, Harold Bohn, Marion, Gilbert Green, Northio district manager; and Lee Kramer, Ohio theatre manager.

Marion, a city of 35,000 will be without an indoor theatre if the Ohio and the State close, as threatened.

Senate 'Delinquency' Group Meets May 24

WASHINGTON, April 26.—A Senate subcommittee studying juvenile delinquency problems has tentatively scheduled hearings May 24, 25 and 26 on the impact of motion pictures on juvenile habits. Hearings have not yet been scheduled, according to the sub-committee staff.

"Fury" to Baronet

"Land of Fury," a J. Arthur Rank Organization production, presented in color by Technicolor starring Jack Hawkins and Glynis Johns, will have its New York premiere next Monday at the Baronet Theatre.

See 'Prospecitve Films' Wanted

In reference to story content, Scharry said that "it seems to be in-
creasingly clear that the audience is demanding more provocative films," citing the success of such pictures as "Fury," "Blackboard Jungle," and "The Caine Mutiny." Scharry was introduced by Jack W. Hubbell, of the Simmons Mattress Co., who explained that yesterday's luncheon meeting was held to honor the motion picture industry.


MGM Studies

(Continued from page 1)

M-G-M president, Charles C. Moskowitz, vice-president and treasurer, Arthur Loew, Jr., president of Loew's International, himself, he said. Scharry added that Schenck is due to return here from Florida on Thursday and perhaps E. J. Mannix, studio manager, will return from the Coast for the discussions.

In response to a question, he ac-

nowledged that the company had discussions with major TV networks and other interested parties, but no deals have been consummated. The company, he explained, has been con-

ducting a "real survey" of the TV market to see how best the medium can be used.

He denied that the company has any plans at the present time to sell its old films to TV. Scharry said he plans to leave here on Tuesday.
Cohn, Pierson to Debate Toll-TV
From THE DAILY Bureau
WASHINGTON, April 26. — Marcus Cohn, legal counsellor to the Committee Against Pay-As-You-See TV, and Theodore Pierson, Zenith Radio Corp. attorney, will debate the pros and cons of toll-TV tomorrow before a luncheon meeting of the Federal Communications Bar Association here.

The association consists of lawyers practicing before the Federal Communications Commission.

Anti-Toll TV
(Continued from page 1)

groups. It will also give the committee more time to develop its arguments as to why authorization of toll television is not in the public interest.

Dallas Smythe, University of Illinois economist working with the joint committee, will also extend his research work as to the economic effects of toll television.

A meeting went over a draft of part of the comments to be filed with the commission. There was no decision as to when or whether there would be another meeting of the committee, Walsh declared.

The meeting was held in the office of Marcus Cohn, attorney for the joint committee. Attending were Truman Rembusch, Abram F. Myers, Philip Harling, William Nunnemacher, Ralph McChalahan, John V. L. Hogan, Synthe, Taplinger and Walsh.

Loew's Board
(Continued from page 1)

Nicholas M. Schenck is due to arrive from Florida tomorrow to attend.

The board also took up the possibility of the company entering TV production.

In the meantime, Dore Schary, vice-president of production, here to attend the board meeting, said the status of Ben Goetz, chairman and managing director of M-G-M British Studios, Ltd., should be clarified "in a week or so." It has been learned that although Goetz' contract expires on Saturday, he plans to stay on in London another two months to see a number of M-G-M productions through to completion. Before leaving London, Goetz is expected to be informed of his new duties.

Makelim Pacts
(Continued from page 1)

and biggest circuits in America." Correspondence postmarked up to midnight of May 25 will be considered, he said.

The producer said that he would announce the first group of pictures shortly. Under the Makelim plan, participating exhibitors will receive 12 features annually at the rate of one per month. Almost 25 per cent of all exhibitors in the U.S. have joined and pledged to exploit the Makelim product, he said, adding that the product would not be episodic, "but just good, clean pictures."

James Stewart in "The Man From Laramie" co-starring Arthur Kennedy, Donald Crisp, Cathy O'Donnell, Alex Nicol and Alene MacMahon with Wallace Ford - Screen Play by Philip Yordan and Frank Burt based upon the Saturday Evening Post story by Thomas T. Flynn • Directed by Anthony Mann • A Columbia Picture • A William Goetz Production in Technicolor

THE MAN FROM LARAMIE
BARBARA WAGGOMAN
She knew a man when she saw one. And one day she saw

CATHY O'DONNELL
as
BARBARA WAGGOMAN
Brylawski Argues
40-Hour Week Is Chief Fault
Of Wage Law

Tells Senate Committee
Theatres Are Intra-State

From THE DAILY Bureau
WASHINGTON, April 27.—Ex-
hibition's chief objection to its pro-
posed inclusion in the Minimum Wage
Act is the 40-hour week provision with time-and-
a-half for over-
time, Julian Brylawski, vice-
President of Theatres
Owners of America, told the sub-
committee of the Senate
Committee of Labor and Pub-
ic Welfare
here today.

Brylawski, speaking for both TOA
and
Allied States Association, said that the
overtime requirements for work done
Saturday, Sunday and holidays
would force many theatres out of
business because theatre operation is “es-
sentially today a week-end business.”

In arguing against proposed amend-
ment.

(Continued on page 6)

Takes, Prints
From Process
Of Panavision

From THE DAILY Bureau
HOLLYWOOD, April 27.—The
announcement by Loew's-M-G-M of
their decision to use Panavision's
65mm, lens system for future top pro-
ductions revealed another activity of
Panavision, according to Robert Gott-
chuk, president, The 65mm, taking
system, known as the AFO Panatar,
utilizes a revolutionary optical system
consisting of the advisability of setting up
are a combination anamorphoser and
objective lens in one integrated unit.
This system, however, is not limited
solely to anamorphosing in the taking,
as it is coupled with a special micro-
panatar optical printing system
which gives the studio the versatility
of making regular release prints in
(Continued on page 6)

Disney Announces
1955-56 Schedule

Five new productions from Walt
Disney and the re-release of one will
constitute the coming year's program
of feature pictures from the Walt
Disney Studios; it is announced by
Leo F. Samuel, general sales man-
ger of Buena Vista Film Distrib-
ution Co., the Disney releasing subsidi-
ary. In addition, during the period
from June, 1955, through June, 1956,
(Continued on page 7)

Stockholders Told
Cinerama, Inc., Mapping
Broad Expansion Projects

By MURRAY HOROWITZ
A program of expansion for Cinerama, Inc., the company which makes
Cinerama equipment, was mapped here yesterday by Hazard E. Reeves,
president, at the annual meeting of
The company is con-
sidering the possibility of adding a
new printing process, the existing one
and control, is one of the “weakest” facets of the system. A decision on the
matter, plant project should be
reached in four or five weeks, he added.

Reeves announced that he had been
informed by Stanley Warner, the
chairman, who expressed for expansion
and exhibition rights to Cinerama
until 1958, that it plans to open from
six to 11 more Cinerama theatres this
year.

He stated that Cinerama, Inc., is
evolving and governmental film field, eyeing the possibil-
ities of making Cinerama films in
that area. We are looking toward the future when
S-W's exclusive production and exhibit-
ion contract expires, Reeves said that Cinerama, Inc., was evaluating
the possibilities of either engaging
in production itself, or making deals
(Continued on page 3)

'Public Utility'
Toll TV Means
Gov't Control,
Cohn Asserts

Says FCC Would Dictate Rates for All Programs

From THE DAILY Bureau
WASHINGTON, April 27.—Marc-
cus Cohn, counsel for the Committee
Against Pay-As-You-See Television,
predicted today that if subscription
Television is authorized by the Federal
Communications Commission, there
would be government regulation of the
television industry, with the FCC
operating under "a complete public utility
concept."

"The commission would de-
terminate the rates to be charged for
every program shown on
Television in the United States,"
Cohn said.

Cohn attacked toll TV in a
luncheon debate before the Federal
Communications Bar Association,
consisting of lawyers practicing before the FCC. The case for subscription
TV was given by Theodore Pierson,
attorney for Zenith Radio Corp.

Pierson told the group that if toll
TV were authorized, Zeihm was ready
for the FCC to impose a time limit
“on any broadcaster” prescribing the
maximum amount of time he could
show subscription programs. Zeihm
would not object, Pierson said, to a
limit of 20 hours a week of subscrip-
tion showing.

The debate was short, with each
(Continued on page 7)

Distributors Decline
NCA Convention Bid
Special to THE DAILY
MINNEAPOLIS, April 27.—Prospects of “fireworks”
aimed at distribution by dele-

gates attending the North Cen-
tral Allied convention here next
week fared as poorly as was re-
cieved from W. C. Gehring,
20th Century-Fox general sales
manager, that he would be un-
able to accept an invitation to
to the convention.

At Litchman, 20th-Fox di-
rector of distribution, and au-
thor last fall of the proposal for
an industry round table,
still not scheduled, had been
invited to address the conven-
tion originally. Litchman
accepted, then had to decline
of business, and

dated Gehring. The latter ac-
cepted; then withdrew because
of the pressure of business.

President Stresses
Broader Wage Law

From THE DAILY Bureau
WASHINGTON, April 27.—President Eisenhower told his
weekly news conference today
that the Administration is more
interested in broadening cov-
verage of minimum wage law
than in boosting the minimum.

This indicated a change in
emphasis on the Administra-
tion's Labor Secretary,
Mitchell, in his testimony be-
fore the Senate Labor Commit-
tee early this month. Mitchell had
given the impression that the Ad-
ministration would concentrate
on raising the minimum and
merely go through the motions
in urging Congress to broad
coverage.
Personal Mention

ROY O. DISNEY, president of Walt Disney Productions, and Paul Pease, treasurer, have arrived in New York from the Coast.

GORDON SPARKING, director of production for Associated Screen News, Ltd., and Roberta Martin, cameraman, have returned to Montreal from South America.

Milton Yasenoff, general manager of the Academy of Television, Columbus, O., is returning tomorrow to operate at Mt. Carmel Hospital there.

Jules Lapides, Warner Brothers Eastern and Canadian division sales manager, will arrive in Gloversville, N. Y., today from here.

SAMUEL SPEIGEL, head of Horizon-American Productions, left here yesterday for London via B.O.A.C. Brandon.

Jesse Chinnick, Buena Vista assistant general sales manager, has returned to New York following a trip through the Midwest.

Michael Bestall, British producer, is scheduled to arrive here from London on Sunday from England via B.O.A.C.

Hal Marshall, 20th Century-Fox Atlantic Division field exploitation representative, has left New York for Miami.

Max E. Youngstein, United Artists vice-president, will leave New York by plane for London.

P. T. Dana, Universal Pictures Eastern sales manager, left New York yesterday for Pittsburgh.

Harry Fries, industry attorney, returned to New York yesterday from Bermuda.

Matthew Fox, industry executive, will return to New York today from Toronto.

Sid Kulick, of Bell Film Exchange, is recuperating from illness at Beth David Hospital here.

Hal Wallis, producer, will arrive in New York at the weekend from the Coast.

Michael Borgen, who will leave New York tomorrow for New Haven, his home town.

Ray Wylie, formerly United Artists branch manager in New Haven, is a patient in New Haven hospital.

Edmund C. DeBerry, Paramount branch manager in Buffalo, has returned there from New York.

Count Leonardo Bonzi, Italian producer, will arrive in New York next Monday from Rome.

Juvenile Patronage Off 60,000

Cooper Foundation in Drive To Boost ‘Kid’ Attendance

Special to THE DAILY

DENVER, April 27.—Concerned over an attendance drop of 80,000 during the first 13 weeks of this year, Cooper Foundation is preparing to launch a “Greater Film Summer Festival” to stimulate particularly the younger audience. Cooper Foundation managers, Pat McGee, general manager, pointed out that “kiddie” patronage had dropped 60,000 during the past year.

In asking for suggestions to bolster juvenile trade, McGee asked for “some ideas” that would “cost next to nothing and be directed for bringing his mother, father or some adult to the theatre at a particular time.” McGee said that he had found that newspapers “have declined sadly in selling our attractions to the public and we must rely on other media to supplement the newspapers, which now serve only as a directory.” He stated that every parent buys many items because his child is “running around in his car and past automobiles. Many parents go to see a picture just because “Junior” is bound to see a picture.

Sees ‘Natural Desire’

“This natural desire,” McGee said, “if cultivated, can be of great advantage to our business and we must certainly nurture it carefully.”

One of the reasons that children below the age of 12 are staying away from theatres is that producers are not catering toward almost entirely the children at the adult trade, McGee said. Saturday morning shows have been successful, he said, “but we cannot be complacent.” Efforts must be doubled to re-install the theatre-going habit of children. McGee concluded, McGee asserted: “We should have a series of giveaways utilizing parakeets, bicycles, radio tubes, cameras, such as the Space-O-Rain suits, a number of which have been ordered for the Colorado towns, and other specialties. We must also concentrate on making our regular programs more appealing to children by the use of a cartoon on every program, plus the Our Gang comedies which Metro believes they will reissue this summer, and the exhibition of subjects of a special children’s appeal.

Wants More Ideas

“We must develop benefit ticket sales for children, special ticket awards through dairies, bread companies, and any other company seeking to assemble a combination of motion picture, stars photos, and many other items about which you will hear shortly. In the meanwhile, every manufacturer who has any pretty good idea or idea designed to inform our kiddie audience, should send them along at once so that we can put all our plans together and work toward this mutual and very necessary goal.

Coyne Back From Ohio Tax Hearing

Robert W. Coyne, COMPO special counsel, returned to New York yesterday to attend the Council of Marion, O., in opposition to a local admission tax.

The motion picture depicting the effects of admission taxes which was shown at the hearing on the Mason Bill before the House Ways and Means Committee was screened for the council members. Robert A. Wile of the Independent Theatres Owners and Harold Brown, representing two Paramount Theatres in Marion, also spoke.

Popcorn Conference In Toronto May 6

CHICAGO, April 27.—“Horizons Unlimited” is to be the theme of the fourth annual Canadian spring popcorn and concession conference, sponsored by the International Popcorn Association on May 6 at the King Edward Hotel in Toronto. This was announced by Thomas J. Sullivan, executive vice-president of the I.P.A.

Sullivan also announced that the entire third floor exhibition area in the Morrison Hotel, Chicago, would be set aside to show concessions at the Allied States-TESMA-TEDAIPA convention on Nov. 6-9.

Friedloch Picks 1st For UA Release


Friedloch’s previous independent production, “Woman In A Million,” released by Century-Fox, the most recent being “Untamed.” The producer, who will make “News Is Made At Night” before the cameras on June 1, has signed Fritz Lang to direct.

King Bros. to Make TV Shots in Mexico

Hollywood’s King Brothers, now in Mexico shooting their short $2,000,000 film, “The Boy and the Bull,” have entered negotiations with James Fields, president of the Churchasco Corporation, the largest in Mexico, for the production of 25 television shorts, to be made in Mexico and other sections on Mexico.

The studios have established offices at the studios, and have signed Mexican director Orlando Aguilar and Frank Smith, Mexicans.

Present plans call for production on the series to begin late in June.

Theatrical Movers In Consent Decree Entered In N.Y.

From THE DAILY Bureau

WASHINGTON, April 27.—Four firms charged by the Government with conspiring to monopolize the transportation of motion picture and theatre scenery in the New York area agreed to a consent judgment today, the Justice Department announced.

Attorney General Brownell said the judgment was entered in New York and other suits filed by the four firms and the presidents of the firms. The firms are Walton Hauling and Warehouse Corp., Tait Transfer Co., Inc., and the Loew’s and Schenker Theatrical Transfer Co., Inc.

The anti-trust division brought complaint civil and criminal suits against these defendants in June, 1953. It charged a conspiracy to fix prices and allocate customers. Under the consent judgment setting the civil suit today, the defendants agree not to fix prices, allocate customers, enter into haulage rate agreements, and set prices for more than two years or take various other actions. The defendants also pledged no contest pleas in the criminal suits, and were fined a total of $10,000.

Still pending is the Government’s case against Local No. 817 of the Screen Actors Guild. The Government’s consent claim was also engaged in the scenery haulung conspiracy.

Majors Lose Point In Norristown Case

PHILADELPHIA, April 27.— U. S. District Judge A. K. Grim has turned aside a suit by seven major distributors asking for the calling back for questioning of the jury in the trial which returned a verdict of $2,750,000 against the distributors and in favor of operators of the Norristown, Armaton Co., in nearby Norristown. The distributors alleged that improper influence has been brought to bear by one of the jurors on the jury.

The distributors still have the privilege of themselves questioning and taking affidavits from the jurors.

Distributors involved are Paramount Film Distributing Corp., RKO Radio Picture, Inc., Warner Brothers Inc., Loew’s Inc., Columbia Pictures Corp., Universal Film Exchange, Loew’s, Inc., and the Century-Fox Film Corp. They were accused of withholding first run films from Norristown until after their showing in Philadelphia.

To Convert Conn. House to Market

HARTFORD, April 27.— The Broad Brook Theatre, Broad Brook, Conn., a 327-seat house owned and operated by Raymond Zimmerman, was sold May 8, 1955, by Zimmerman planning to convert the structure into a super market.

New Hartford theatres and advent of popular tourism were attributed by Zimmerman to closing plans.

2

MOTION PICTURE DAILY

Thursday, April 28, 1955

ARTICLE

ROBERT COOK, president of Paramount Pictures, has returned to New York following a trip through the Midwest.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 122 South Avenue, Rockleigh, N. J. Published also by Associated Screen News, Inc., 250 Park Avenue, New York, N. Y. Circulation: 20,000. Entered as second-class matter Sept. 21, 1910, 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, 30c.
People

William Brett, for many years house manager of Shea's Buffalo, and in recent years manager of the Skyway Niagara Drive-in and operator of the Kenmore Theatre on the outskirts of Buffalo, has been named president and general manager of Skyway Drive-In Theatres, Inc., operating the Niagara and the Lakeshore.

Buck Ironfield is now covering the Rochester and Syracuse districts as a member of the Columbia branch sales staff. He formerly was office manager for Fox in Albany.

Dave Leff has resigned as I.F.E. representative in Buffalo and has been succeeded by Sal DiGennaro of New York, who will cover both the Buffalo and Pittsburgh territories.

John Ford is to be honored by the Eire Society of Boston at a dinner on May 7 at Hotel Sheraton Plaza, where he will be given the Gold Medal of Ireland. Mr. Ford has pictures with an Irish flavor. He is to receive a scroll prepared by the Irish-American Congress of Mary, Paul Tierney, president of the Society, will toastmaster.

Henry Hinz, chief mechanical engineer for CBS-Columbia, has been named assistant to president Seymour Mintz, who has resigned to form Henty Hinz Associates, design engineering consultants to the electronics industry.

Ernest Isleib has been named assistant to the chairman of the Alliance Theatre, Hartford, replacing William Murphy, who promoted to manager of the Paramount, New York. Both theatres are part of New England Theatres, Inc.

Piper Laurie and Ernest Borgnine will be among the guests at the luncheon-meeting of the Variety Club of New England tomorrow. Morris Sanders is chairman of this week's luncheon; Martin Levine is luncheon coordinator.

Guy (Buck) Vaughan, former managing director of WIST, Charlotte, N.C., has joined the ABC Film Division as a salesman.

Robert Duffy has been named assistant manager of the Lockwood & Gordon East Windsor, Conn., Drive-In theatre.

Gerald Rubin has joined the American Broadcasting Co. as an attorney in the business affairs department.

Edith Head, Paramount costume designer and winner of her sixth Academy Award this year, has signed a new three-year studio contract.

Cinerama Maps Expansion

(Continued from page 1)

for pictures with outside producers. The meeting, held at the Reeves Sound Laboratories, was enlivened by a number of stockholder questions and the firm, which has an estimated $100,000,000 worth of film in production, is the only company with a $1,000,000 net in working capital currently.

Reeves, in response to one stockholder’s question, said there was no relationship currently between the two companies, excepting an outstanding claim of $500,000 which Cinerama, Inc., has against Cinerama Productions. The claim, he added, will go to arbitration.

Cinerama, Inc., he went on, collects about five per cent of the gross on the exhibition of Cinerama productions as its royalty. He estimated that net earnings for the first quarter will be $40,000, as compared to the net earnings of $45,000 for the entire calendar year of 1954. He forecast a good year for the company this year, and said that the following earnings money earned to retain the supremacy of the Cinerama medium.

Reeves, responding to a question of expectations for the year, said the company is “flattered by imitations,” adding there is room for additional systems. He also announced that Cinerama, Inc., was in the process of acquiring the Vitarama Co., the firm which holds the Cinerama patents and other patents and manuscripts in the company, good, with $1,000,000 held in working capital currently.

It was reported that, as late as last week, there were 19 Cinerama theatres operating throughout the world. SW, he went on, has informed him that it plans to open this year in the following cities: Rome, in early June; Paris, May 17; Dusseldorf, Berlin, Germany, no dates for which have been set, and Rio de Janeiro, at an announced date. In addition, he went on, SW plans one or two more installations in the U.S. and perhaps one more opening in South America.

He also mentioned the possible use of mobile Cinerama units in the U.S. In response to a question, he put the cost of the second Cinerama production, “Cinerama Holiday” at about $3,000,000.

Seven directors, added to the board of directors were Reeves, Edward V. Otis, Sydney K. Wolf, Wentworth Fling and Harry M. Kahn.

Stockholders purchased 701,000 shares in Cinerama, Inc., common and an option for 250,000 additional shares which can be exercised upon completion of the five-film contract will be held at the Race’s head with his associates, according to Reeves, own or control about 750,000 shares.

Six Pictures Start; 33 in Production

HOLLYWOOD, April 27.—Six new pictures started this week and production on another for a total of 33 pictures now in work.

Started were: “Doing Time” (Alpert Artists); “The Beast with 1,000,000 Eyes,” Pacemaker Prods., (American Releasing Corp.); “Forbidden Planet,” Cinerama (Goldwyn-Mayer); “Deadline Alley,” (Republic); “Bangai,” Panamint, Superscope, Technicolor (RKO Radio); “The Big Knife,” Associates-Malrich, (United Artists).

Completed were: “The Big Shocker” (Spaulding); “The Bottom,” Atalanta Prod. (Indepedent); “The Boy and the Bull,” King Bros., Cinemroscope, Eastman Color, (RKO); “The Lucky Bag,” Batjac Prod. (Indepedent); “Cine Scope, color (20th Century-Fox).

SW Advances New Research Group

ALBANY, N. Y., April 27.—The Stanley Warner Research Corp., has initiated a three-year research program to extend and teach other theatre owners the advantages of Cinerama at its New York City offices.

The S-W research organization was incorporated under the charter of last year by W. Stewart McDonald, vice-president, executive the papers, which were filed by Girard A. Jucobi.

Robert Jone Fox

Sam Roberts, formerly art director of Hanly, Hicks & Montgomery Advertising Agency, is now with 20th Century-Fox, a Marie Antoinette art head under Victor Sedlow, art director.

Conn. MPTO Golf Tournament July 26

HARTFORD, April 27.—The MPTO of Connecticut’s annual golf tournament will be held at the Recreation Country Club, Orange, on Tuesday, July 26. The tournament will be preceded by a luncheon and followed by an awards dinner.

Herman M. Levy, executive secretary of the state organization, and general counsel of TOA, is expected to announce arrangements and working committee shortly. Trade representatives from Boston, New York and other points will attend.

Sindingler Starts Neb. Field Study

Albert E. Sindingler, president of Sindingler & Co., business analysts of Ridgley Park, Pa., and several staff members, are in Lincoln, Neb., for a new field study on entertainment habits.

Sindingler is conducting field studies in the Oklahoma City market. The study is being sponsored by Pat McGee of the Cooper Foundation Theatres and Stanley Warner Theatres as a cooperative.

In Auditorium Post

COLUMBUS, O., April 27.—Harley Schreiber, who recently took two positions as RKO city manager here, has been appointed promotion manager of the new Franklin County Auditorium and will spend a lot of time under construction in the Civic Center. The 4,000-seat auditorium will open in mid-August. RKO will charge of booking revenue-producing attractions not only for the main auditorium but also for a large exhibition hall as a 200-capacity assembly hall.

Annual Meet May 17

20th-Fox ’55

Outlook Is Good: Skouras

An optimistic view of 20th-Fox’s business prospects for 1955 is expressed by Mr. Leo Skouras, new executive vice-president, in his annual report to stockholders of the company released here today.

The report accompanied notice of the annual meeting of stockholders to be held at a time and place to be announced for the purpose of electing 10 directors.


Skouras’ report states that expectations are that the company in domestic business this year will be as good or better than last year and that foreign business is expected to show 17 per cent.

Skouras, at a net profit of $8,034,324 on a world gross of $106,355,068.

CinemaScope a Big Factor

The optimistic outlook for this year as Skouras told the stockholders, is based to a large extent on the steady increase in CinemaScope installations, expected to reach 200, including the shooting of films in 55mm. film and employing reduction to $3mm.

An improved and expanded stereophonic sound system is also under study and development,” the report said.

The stockholders also are advised of the company’s new production policy, outlined by Mr. Skouras: Darrel F. Zanuck, which places emphasis on subject matter and calls for the start of shooting, regardless of available screen openings, as soon as the pictures can be competently cast.

The company’s entrance into the television film production field also is reported by Skouras.

Drilling for Oil

The report states that the “drilling of five (oil and gas) wells on the company’s studio property during the current year has tended to increase our optimism that our future revenue from this source will be substantial.”

The notice of the annual meeting discloses remuneration paid to the following company officers: L. Sherman Adams, director of domestic distribution, $196,900; W. C. Michell, executive vice-president, $100,450; Selden, $24,632, and Van Fleet, $26,000. The report also notes that Lichtman has repaid loans from the company which at their maximum amounted to $125,000.

The notice contains management’s recommendation that the shareholders vote for an annual dividend which has been made by two owners of 10 shares of each of the cumulative voting for $20. Provisions are made for the election of 10 directors. The voting method was eliminated by stockholders at their 1953 meeting which was highlighted by May 17 protest overwhelmingly won by management.
THIS IS THE ATTRACTION SELECTED
SOUTHEASTERN MOVIE FESTIVAL TO
LAUNCH IT WITH A MIGHTY MASS-PRO
IN TENNESSEE, ALABAMA, GEORGIA.

JOHN WAYNE

THE NIGHT THEY SNEAKED OUT
OF SYDNEY HARBOR THE SIGNALS
FLASHED AND THE MIGHTY HUNT BEGAN!

An 'outlaw' ship—a Captain sworn
never to be taken—his cargo, a woman whose
tempting mouth half the navies of the world wanted to shut!

They were the fire and the fuse of a floating time-bomb
that left a wake of danger and violence across
26,000 miles of boiling ocean!

"The Sea Chase"

CINEMASCOPE WarnerColor
Stereophonic Sound

WITH JAMES ARNESS • RICHARD DAVALOS • Screen Play by JAMES WARNER BELLAH and JOHN TWIST

DIRECTED BY
INAUGURATE THE GALA
WARNER BROS. WILL
LOOKING IN OVER 300 HOUSES
FLORIDA, STARTING MAY 12!

FARRAR - LYLE BETTGER - TAB HUNTER
JOHN FARROW
ments to the Minimum Wage Stand- 
ard which would be in force if 
circuits operating on an inter-state 
level, Brylawski told the commi-
tee that picture theatres always had been considered "non-competing" by 
itself in interstate com-
merce, not inter-state commerce. He 
pointed to some recent decisions of 
the National Labor Board which 
refused to take jurisdiction in 
labor disputes affecting theatre 
owners 
on the ground that the theatres were 
not operating in inter-state commerce.

Says Wages Are High
Speaking for between 85 and 90 per 
cent of the theatre owners in the 
country, Brylawski told Sen. Pat 
McNamara (D., Mich.) who conducted 
the hearing of the Senate Labor sub-
committee of which Sen. Paul 
Douglas (D., Ill.) is chairman, that "our 
objection to the inclusion of the the-
atre in the Minimum Wage Act is not 
only its suggested floor, but because 
in almost every major group of employes 
with the possible exception of the 
ushers, who are almost invariably part-
time, full-time employees considerably more 
then the suggested minimum wage."

Brylawski declared that theatre 
owners 
are as much in favor of Labor 
Mitchell's proposal to extend the 
Federal Minimum Wage Act to circuits 
that operate in a state which 
has been declared as "discriminatory." It 
would obviously place a theatre so 
operated in an unfair competitive position with 
comparable theatres operated by cir-
cuits completely contained within the 
limits of a state, or other political 
corporations of employees, he 
said. "This discrimination would 
work a great hardship on many thea-
tres today, particularly as it is a fight for survival," the TOA vice-
president said.

Points to Product Shortage
The sustaining life of all motion 
picture theatres is film, the supply of 
which, in the last four or five years 
has been seen diminishing to a point 
where, most of the thea-
tres have an insufficient number avail-
able to keep their doors open, Brylaw-
ski said.

"Through the competition of free 
television, night sports, and other 
competitors for the entertainment dol-
lar, the public has become selective in 
its attendance at motion picture 
theatres. Only the most successful screen 
stars can show profit at the box office, 
and, then only if the theatre owners, 
in the keenest kind of competition, do 
not have to pay prohibitive film rentals," he 
said.

"I fail to understand why theatre own-
ers are today in a deplorable condi-
tion—the shortage of production and the 
constant and consistent yearly de-
crease in the attendance because of 
increasing competition for the 
amusement dollar, have made their 
future precarious, Brylawski stated.

Cities Closings
In testifying before the House and 
Senate committees, the director 
of the previous Congress studies were 
troduced to show that more than 
5,000 theatres had closed since 
1947.

"Congress, in its wisdom, listening to 
the sincere pleas of the theatres, 
reduced the taxes on theatre admis-
sions above $50, and reformed all thea-
tre admission taxes below that figure.

Golden Jubilee June 5-11
National Obsevance of 
Nickelodeon Anniversary

PITTSBURGH, April 27.—Plans 
for the national observance and 
celebration of the golden anniversary 
during the week of June 5 through 
11 are meeting with enthusiastic 
support. The general program was 
"The Best in the Business," who were 
"Poor But Honest" and "Baffled 
Burglar." This new medium caught 
on the public's fancy and the weekly 
aged 7,000 admissions a day with near-
ly 1,000 of these standees.

Among those who noted the 
fantastic success of the Nickelodeon 
were Harry M. Warner who worked as 
a department store salesman across 
the street and Lewis J. Selznick, 
member of the family which 
was a founder of the chain.

The current owner of the circuit 
which started the campaign for the 
Golden Anniversary Nickelodeon show, 
but has now developed into a 100-man 
campaign and is quite likely to reach 
100,000 letters to exhibitors, he 
expressed his pleasure over the 
enthusiastic response to the campaign 
from our exhibitors and retailers.

The Warner family has 
held the Nickelodeon and their 
affiliated branches, a part of the 
CinemaScope chain, for many 
years. They have expanded the 
theatre operations to include 
theatres throughout the country, 
including the Nickelodeon, RKO, 
and the Odeon, which are 
considered to be among the 
richest in the world. The company 
has steadily increased its 
revenues since its inception 
and is now considered to be 
one of the strongest in the industry.

The company has 
also developed a strong 
relationship with the 
Motion Picture Industry 
through its long-time 
association with the industry's 
leaders. The company has 
been a key player in the 
industry's growth and success, 
and has contributed to the 
development of new 
technologies and 
practices that have 
transformed the industry. The company's 
role in the industry is 
recognized and respected, 
and it continues to 
be a leader in the 
Motion Picture Industry.

Panavision
(Continued from page 1)
any size ratio or squeeze power 
device. The tests were run at M-G-M, 
under the supervision of Douglas 
Shawer, who revealed a 35mm, 
reverse image free of distortion 
and with spectaculair definition.

Regular micro-pantur printing 
attachments have been in use at M-G-M, 
Technicolor, Columbia, Universal-
International and Locew's for some time.

The first Panavision taking lenses 
are being shown at the 
showing and the company 
pioneered a tremendous amount 
of original research and experimentation. 
However, the system will not be 
held exclusively, as the system will 
be available to the entire industry.

Panavision recently announced their 
proprietary Panavision medium, 
which is a reasonably priced, high 
performance, variable anamorphic 
projection attachment.

'Saturation'
(Continued from page 1)
entation. A further breakthrough shows 
that the new sound system, which has 
3,527 have four-track magnetic sound, 
707 utilize mixers and 9,108 are 
optically equipped. Of the total domes-
tic and foreign domestic houses, 
2,255 are drive-ins, 240 are military 
installations and 19 are non-
multiplexes. The Panavision 
5,719 theatres equipped for Cinema-
Scope are utilizing four-track mag-
netic sound with the balance using 
sound optical equipment.

The drop in sales of CinemaScope 
equipment has been attributed by some 
equipment manufacturers to the recent 
resurgence in theatre attendance.

There are also 
many other factors that may be 
contributing to this decline 
including the rise in ticket 
prices, the number of new 
thrill rides and attractions 
that are taking away from 
theatrical entertainment, 
and the increasing popularity 
of other forms of 
entertainment such as 
television and 
home entertainment systems.

Admission Prices Up
For March Period
WASHINGTON, April 27.—The 
Bureau of Labor Statistics said 
that weekly prices for admission 
rose again in the month to mid-March.

Releasing its consumer price index 
for that month, the Bureau said that 
theatre admission prices rose again 
in the month to mid-March.

The Bureau of Labor Statistics 
defined admission charges, particularly to those attend-
ing showings of special 
features, caused the 0.2 per cent rise in 
read-
ing and recreation costs, 

New $10,000,000,000 
Issue of G.P.E. Preferred
Hermann G. Place, president of 
General Precision Equipment Corp., 
told stockholders at the annual meet-
ing that the corporation is consid-
ering the issue of $10,000,000,000 
of new common stock and increasing 
term debt by an additional 
$6,500,000. The purpose of the 
financing program is to provide 
the company with the funds necessary 
for its ongoing operations and to 
improve its financial position. 

The new common stock issue 
is expected to be sold to institutional 
and retail investors. The proceeds 
from the sale will be used to 
finance the company's ongoing 
operations and to pay off existing 
debt. The company expects 
the new common stock issue 
to be completed within the next 
quarter.
Disney

(Continued from page 1)

Buena Vista will release at least six shorter pictures from the Disney workshop. The first of the features to be seen in theatres throughout the country will be "Davy Crockett, King of the Wild Frontier," a Technicolor version of Disney's television entertainment, and will come to the theatres this June in Technicolor and in widescreen ratio.

Through June and July, the Disney feature release will be "Lady and the Tramp," the first full-length cartoon in CinemaScope and stereophonic sound.

"Little Outlaw" Scheduled

The Disney feature for release during August and September of this year will be "The Little Outlaw," a live-action boy-and-horse story produced entirely with Technicolor backgrounds. Walt Disney's Christmas-New Year release will be his third full-length feature—True-Life Adventure, The African Lion. The two previous releases of these productions are to be made outside the area of the United States.

"Song of the South" will be Walt Disney's feature for the Easter holiday season of 1956. In June and July of this year, "Peter Pan" will be presented. "Peter," the first of what the producer will call his True-Life Fantasy features, "Peter" will tell the story of a boy who goes through life in a squirrel coloby.

Several Shorts Slated

The shorter films on the Disney schedule will include "Arizona Shepdog," and "Switzerland," the first of Disney's present, source material for these productions which will be released with "Lady and the Tramp."


'Heart Award' (Continued from page 1)

Picture Machine Operators of the United States and Canada, will receive the club's second annual Heart Award at the dinner in the Grand Ballroom of the Hotel Waldorf Astoria.

Industry Leaders on Dais

Among those on the dais will be R. W. Altschuler, Rabbi Bertram Einzig, Harry Brandt, Walter Branson, Rt. Rev. Vincent Brosnan, Dr. Sidney Carter, Max Cohen, Robert Cowen, Russell Dreyfuss, and many others.


The dinner will be followed by an entertainment, details of which will be announced in full later.

SKIATRON STOCKHOLDERS TOLD THAT PAY TV IS 'INEVITABLE'

By LESTER DINOFF

After informing stockholders that the future prospects for Skiatron Electronic & Television Corp. are "excellent," president Arthur Levey, in commenting on pay-as-you-see television, "also expressed hope for delay—subscription television is inevitable."

"Skiatron is looking optimistically to the weekend, intending to make two FCC decisions: the Federal Communications Commission on subscription television and we will make a decision on the first weekend of these decisions to hasten such a decision," Levey said.

"The company will intensify its campaign in supporting support for subscription television during the 30-day extension period granted by the FCC for filing comments on the medium," he said, in confirming reports that Skiatron stock will be listed on the American Stock Exchange.

Screened 'Operation Success'

Levey, after screening a 20mm film, "Operation Success" for the Skiatron stockholders at the Fifth Avenue Hotel here, turned all questions about toll-I TV over to director James M. Robbins, who presided over the screening. Robbins' skiatron’s activities and is narrated by Quentin Reynolds, will be presented at the Fifth Avenue Hotel. "Operation Success," will be shown in New York, on Saturday at 5 p.m. EDT.

Landis, who will debate the pros and cons of toll-I TV on television over the medium, said that "the FCC hearing on subscription television while not necessarily taking the action on the medium, the interested parties are writing the barcoo giving testimony about the advantages and disadvantages of the medium."

Levey, who had said that the FCC reveals that comments thus far are three-to-one in favor of subscription television.

Public Interest, Vital

"The main basic problem of subscription television confronting the FCC is the coding and charging a fee for the ability to decode and whether there is sufficient public interest in the FCC decides favorably on toll-I TV, the commission will have to also determine whether the following conditions are necessary: such as standards, terms, etc. If the FCC decides that subscription television is not feasible, then it will just ring down the curtain," Landis said.

Firm in his belief that Skiatron is the simplest and cheapest of all the various forms of toll-I TV, Landis declared that the many opposition notes to the FCC's report of April 28, 1956 to the Senate Committee Against Pay-As-You-See TV, has brought the "hot potato issue" directly to the public and, as a result, the FCC believes that the opposition is not "The opposition is making it quite clear as to what the issues are," he said.

Predicts 'New Era'

"Subscription television will usher in a new era of creative arts, in that the television industry would be dependent upon the consumer, rather than the producer, with the producers of the future."

It is believed that the Skiatron stockholders at the Fifth Avenue Hotel, will secure the toll-I TV rights from the FCC. Landis said that "it is in the interest of the FCC to consider the rules and regulations to award a monopoly to any one concern. The winner will be determined by the company which makes the best product and we have a very good system which is capable of being adopted by the public." The Skiatron stockholders voted $88,077 to 500 for the re-election of Levey, Landis, Lawrence Houget, Al Laub, Philip A. L. Levey, Popple, Frank V. Quigley and Kurt Wilder as directors of the company.

Those directors meeting reflected emotions — Levey, president; Wilder, treasurer; and Quigley, secretary. The stockholders also approved an amendment to the Skiatron by-laws and amendment to the certificate of incorporation.

Sees Most Houses United by '56-60

Within four or five years, a majority of the theatres in the United States will be equipped for Todd-AO pictures, according to James M. Landis, president of Todd-AO, Inc., and a director of Skiatron Electronics & Television Corp., who yesterday forecast a "Technical revolution within the industry."

Landis said that basic advances have to take place in the motion picture industry in reply to a stockholder's test that he was "struggling to a fence."

"Technical adaptations in the Todd-AO process will be made so that within four or five years, a majority of the theatres in this country will be equipped for the medium," Landis said.

Current Todd-AO plans are to exhibit the first film printed in that process, "Oklahoma," on a roadshow basis, he said.

DuMont Suffers Loss in Quarter

Allen B. DuMont Laboratories, Inc., lost $27,000 after taxes for the 12-week period ended March 25, 1955, it was announced here yesterday by the company.

This loss compares with a $1,000 profit for the 12-week period ended March 28, 1954. Loss-elimination action, the company stated, which was to be taken before the end of the year, saved more than $25,000 of the first 12 weeks of the current quarter, company officials said last year for the DuMont Television Network. Despite these reductions, the report added, broadcasting losses exceeded manufacturing profits of $700,000, leaving the company with a net loss of $27,000 for the quarter.

Toll-TV

(Continued from page 1)

man speaking for about 20 minutes, followed by a brief question period.

Cohn pointed out that Zenith President Eugene MacDonald had scheduled only one cent per viewer to television "Peter Pan." Cohn quoted MacDonald as saying, "Wouldn't it be marvelous! If each person paid 25 cents to see 'Peter Pan'? That would have brought in $5,000,000." That means, Cohn continued, "Commander MacDonald doesn't want any person to see 'Peter Pan' at one cent per person."

Pierson described subscription TV "as a means of charging a person for some of the programs he listens to," adding that the economic system there has always been a charge for service. He said he knew of a situation where people were opposed to subscription TV, but he pointed out that exhibitors charged a "real" amount. Some 2,500 feature films have been produced in the past few years, he declared, that "the people can't see free. The exhibitors in a sense have to take away championship prize fights and are trying to take away the World Series from the free television audience.

Pleads for 'A Chance'

There is opposition even to giving subscription television a chance. Pierson concluded, but he is "entitled to a chance." Congress and the Commission have protected the public in the past, he said, "they will not be any less alert to exercise regulatory power on subscription TV."

'SAC' at Paramount

Sets Mark for Week

"Strategic Air Command," in its opening week at the Little Cen-

Here, grossed $168,000, an all-time boxoffice record for the house since it began playing on an all-film policy, it was disclosed yesterday by Paramount.

The picture, filmed in VistaVision, will start its second week at the the-

Martin Names Denning

E. D. Martin, president of the Theatre Owners of America, ap-
nounced Horace Denning of Jacksonville, Fla., as co-chairman of the drive-to-theatre committee of the national exhibitors' organization announced here. Denning is president of the TOA affiliate group, Motion Pic-

Exhibitors of Florida.

"Green Magic" Set

"Green Magic," documentary-adventure film of the Bonzi expedition across South America, will have its American première at the Little Car-

nagie Theatre here, following the completion of its run at the current attraction.

Washington, April 27 -- The battle lines for toll-TV are closing. An unnamed client has now employed a Washington firm to list the names and addresses of all individuals and organizations interested in writing to the Federal Communications Commission to approve subscription television.

Wants Names of All Requesting Toll TV

From THE DAILY BUREAU

WASHINGTON, April 27 -- The battle lines for toll-TV are closing. An unnamed client has now employed a Washington firm to list the names and addresses of all individuals and organizations interested in writing to the Federal Communications Commission to approve subscription television.
"STRASTRIC ALL SCORES THE BIGG GROSS-INCLUD THE "ALL-PICUT NEW YORK PARA

"The full advantage of VistaVision in giving size, depth and clarity, as well as fidelity of color, is richly and dramatically apparent."
—New York Times
JUNT'S "FOR COMMAND" EST FIRST WEEK ENDING HOLIDAYS—IN "VISION" POLICY OF THE MOUNT THEATRE!

"VistaVision creates a greater intimacy and feeling of participation."
—N. Y. Daily Mirror

"VistaVision adds to the sweep and scope."
—N. Y. Journal-American

HIGH-FIDELITY
Senate Trade Pact Debate on Monday; Passage Seen Likely

From THE DAILY BUREAU
WASHINGTON, April 27—The Senate is scheduled to start debate on Monday on legislation to extend the reciprocal trade agreements program.

The Senate Finance Committee late yesterday approved a bill that came far closer to meeting Administration recommendations than even the strongest supporters of the program had expected. What’s more, the fact that the finance committee approved the bill and voted down various protectionist amendments by a good margin indicated that the bill might well pass the Senate substantially in its present form. This would be a major victory for the program, which has been strongly backed by the motion picture producers.

The bill cleared by the finance committee would extend the tariff-cutting program for three years, and give the President power to cut tariffs another 15 per cent if the President feels the bill without strong protectionist amendments were improved when the Senate finance committee adopted a compromise amendment to give the President power to “adjust” imports of any article if they “threaten to impair the national security.”

Buffalo Para. Office Wins Sales Contest

Paramount’s Buffalo branch, headed by Edmund A. Denning, has won top position in the company’s “A Salute to the Future” sales contest held last year in conjunction with celebration of Paramount’s 40th anniversary.

Top salesman in the final standings was Peter K. DeFazio of Indianapolis, with Eugene E. Besterman of Los Angeles in runner-up spot, and Charles A. Calliguri of Des Moines in third place.

New Haven branch, managed by Henry Germaine, took second spot in the race among the branches, and Chicago, managed by Fred Stevens, emerged in third position.

WOR, 6 Others Sign ‘Gangbusters’ Deal

New York stations WOR and WOR-TV have joined six other Coast and Midwestern stations as the first outlets to sign contracts under which they will participate in the gross of “Gangbusters” in return for air plugs on the picture prior to and during the run of the film. The picture will open here in July, George Waldman in charge of sales.

Other participating stations are: KJH and KJH-TV, Los Angeles; WLW-T, Cincinnati; WLWD, Dayton; WLCW, Columbus, and WLWA, Atlanta.

Reviews

“To Paris With Love” (Continental-Frank)

CHARM and off-key comedy usually are associated with an Alec Guinness picture, but unfortunately “To Paris With Love” doesn’t quite measure up to its predecessors. The fault probably lies in the story and dialogue, not in the acting, because the star and supporting cast are quite adept.

The picture has many amusing moments, however, and the Guinness name is still the potent British one on this side of the Atlantic. Despite its many faults, “To Paris With Love” should still attract a large number of the artist’s followers.

Guinness plays a wealthy aristocrat who goes to Paris with his son Vernon Gray, so that the latter may learn a little about life. The boy, convinced that his widowed father needs an escape from a sheltered existence, is overjoyed when he learns that his father has been engaged to a sweet young woman intended for the son, and the son falls for a mature woman perfect for father, the situation becomes a complex and sometimes jolly mixup.

Adding to the confusion are the young girl’s boy friend and family and some friends of the Guinness clan. The situation is resolved tidily, if patly, and the Paris vacation proves to be a decided success.

Despite his paucity of material, Guinness is adroit, funny and charming as the hermit let loose in the big town. Odile Versois is fetching as the young girl, and the most coven of the comotion and Gray is properly naive as the son. The rest of the cast, unknown, even to art house patrons, but still makes the most of the meager material.

This Two Cities Film was produced by Antony Darnborough, directed by Robert Fleming and written by Robert Buckner. It is a J. Arthur Rank Organization presentation and released here by Continental Distributing, Inc.

Running time, 78 minutes. Adult classification. For April release.

“The Big Tip Off” (Allied Artists)

Hollywood, April 27

RICHARD CONTE, last seen as a smoothie on the wrong side of the law, comes to the screen here as a smoothie on the right side of it, which is to say, in a sense, that whereas he’s been dishing out the lumps recently, he’s on the receiving end of them this time. With him in this venture are Bruce Bennett, Cathy Downs, Constance Smith and a large number of other players portraying characters, good and bad, in and around Los Angeles, as the one-man-debonair-terminator of all the gangster pictures in the release chart.

In the present appearance, a production by William F. Broidy and his associate producers, Ace Herman and A. Robert Nunez, from a script by one of such directors as Burt Kalischer, who is a weekly newspaper columnist who attains national circulation for his column by accepting anonymous tips which enable him to present at the scene of murder at the time the murder is being committed, thus scooping even the police with the news. He serves a short stretch in jail for refusing to reveal the source of his tips, which he doesn’t know, and he gets beaten up by a murder victim’s brother for the same reason. But he goes along with the thing until he discovers the tips come from an honest man, a fortune which finally sets him up as emcee of a phony chowery-telethon and frames him to take the rap for the missing proceeds. The violence gets more violent after that, but everybody gets his just deserts.

Running time 78 minutes. General classification.

WILLIAM R. WEAVER

“Tsar to Lenin” (Herman Axelbank)

THIRTEEN years went into the assembling of this picture which, in a revised version can be seen by Producers’ Syndicate, impartial and exciting cinema history of the revolution in Russia. Its scope and power probably never have been matched for authenticity; the viewer is an eyewitness to events that have created history 1920 only augments the impact.

Although “Tsar to Lenin” may have been aimed primarily at the art theatres, its potency could be cashed in on by conventional theatres with proper promotion.

Running time, 76 minutes. General audience classification.

The National Association for Mental Health yesterday awarded special citations to Taylor Mills, Motion Picture Association of America, and Walton C. Ammon, Warner News, Inc., for their assistance in recording and newswrapping of the launching of the Mental Health Film campaign by Secretary of Magazine Club.

Oveta Culp Hobby took place on April 15.

Film Industry and Canadian Producers Laundered in Senate

From THE DAILY BUREAU
WASHINGTON, April 27—Senator Thye (R., Minn.) took the Senate floor to praise the producers of the entire motion picture industry for having made Cineanima available for U. S. display at international trade fairs in Dumas and Budokak last year, and in planning it for future trade fairs.

He said Cineanima was a film that made known the people of the world to have an understanding picture of the United States, its recreational activities, and industrial production and became a valuable public relations tool.

The Minnesota lawmaker urged sustained U. S. participation in international fairs.

Terms to Highlight NCA Convention

Special to THE DAILY
MINNEAPOLIS, April 27—The presenters of programs against current trade car terms will receive top priority when North Central Allied holds its 52nd annual convention at the Hotel Nicollet here beginning next Monday.

With NCA already committed to Federal regulation, the NCA membership is expected to endorse recent moves for a united front with the West Coast.

Benjamin Berger, NCA president, will report on the results of the last NCA meeting in Chicago on April 20 and present a discussion with U. S. Senator Hubert H. Humphrey on regulatory legislation. Other speakers will be Russell Shear, national Allied president; Abram F. Myers, Allied general counsel; and Stanley L. Kanne, NCA executive counsel, who will discuss subscription television.

Following the two-day North Central Allied convention, M-G-M will conduct a ticket selling workshop on May 4.

Sign Bishop Sheen To ABC-TV Pact

Bishop Fulton J. Sheen, whose “Life Is Worth Living” television program has been a feature over the DuMont Network for the past five years and sponsored by Admiral Television Corp., for the last four years, has signed an exclusive long term contract by the American Broadcasting Co. It was announced at a press conference yesterday in introducing Bishop Sheen to the newsmen.

The Reverend Robert F. Knitter stated, “We have long desired to bring to ABC His Excellency, Bishop Fulton J. Sheen, and when we realized that his contract was almost up, we moved quickly.”

The new series of “Life Is Worth Living” will go on the air every Thursday evening from 8:00 to 9:30 starting early in October over an ABC-TV network consisting of 117 stations.

Named CBC Governors

OTTAWA, Ont. April 27—Gordon Arnaud Winter, St. Johns, and Roy J. Fry, Winnipeg, have been appointed governors of Canadian Broadcasting Corp., for a three-year period by the Canadian government.

W.H.
Exchange Strike Looms in Mexico; Slated for June 1

Special to THE DAILY

MEXICO CITY, April 27.—A strike looms June 1 against American and Mexican distributors. That threat was renewed by the National Cinematographic Industry Workers Union (STIC) with the approach in May of the bi-annual revision of collective labor contracts which it has with the distributors. This revision will feature the customary demand for a pay hike. STIC said more pointedly that it certainly will call the strike unless the revision fully satisfies it.

Trade Opinion Varies

Trade opinion is divided as to whether or not there will be a strike. Some are confident that all will be settled with a 10 per cent increase. But others fear there will be a strike because they don't see how distributors can continue granting pay hikes every time STIC demands them. STIC has stipulated as high as 35 per cent wage increases.

The Americans involved are Metro, RKO, Paramount, Universal-International, 20th Fox, Columbia Pictures, United Artists, Republic and Allied Artists. The Mexicans are Películas Nacionales, Distribuidora Mexicana, Distribuidora Independiente and Rodríguez Hermanos.

Name New Trustees Of ‘Jimmy Fund’

Special to THE DAILY

BOSTON, April 27.—Arthur H. Lockwood, president of the Children's Cancer Research Foundation, has announced members of the board of trustees of the Foundation, popularly known as the Jimmy Fund, which is for furthering research and caring for children afflicted with cancer. The foundation was founded by the Variety Club of New England and is sponsored by the motion picture industry, the Boston Red Sox and the police of the city. The new board members are: Samuel “Buzzy” Broidy, president of Allied Artists; Leonard H. Goldson, president of AB-PT; Ralph Wheelwright, executive director of public relations, MGM; Simon Fabian, president of the Stanley Warner Corp.; Samuel Rosen, executive vice-president of Stanley Warner; Claire R. Emery, “Big Brother,” national television personality, and Ralph Tully, Portland, Me.

Two Life Trustees

Other trustees are: honorary life trustees and past presidents Martin J. Mullen and John J. Dervin.


Anyway It Was The Right Title

BREWTON, Ala., April 27.—When heavy rains flooded the street in front of the Ritz Theatre here, the water gushed into the theatre so that the screen was almost inundated. The theatre was showing “On the Waterfront.”

NY Censors Report No ‘Toto’ Bans

The New York State censorship board reviewed 1,289 films during the course of the April 1, 1954-March 31, 1955 fiscal year, none of which was condemned in toto, it was disclosed here this week in a statistical report rendered by Dr. Hugh M. Flick, director of the Motion Picture Division of the State Education Department.

Dr. Flick, asked if this was the first time that a yearly report of his agency revealed that no film had been condemned entirely by the board, replied that it was the first time since he became head of the division in 1949. Questioned as to whether recent U. S. Supreme Court decisions had anything to do with the lack of "condemnations in toto" in 1954-55, Dr. Flick replied in the negative. He credited the board's accent on conferences with producers and distributors in order to work out mutually acceptable deletions for the absence of films "condemned in toto."

He acknowledged that the report did not show films on which deletions had been requested, but had been refused by producers, thus preventing their licensing in New York State. Few of such films fell into that category. Dr. Flick added, however. Among the few in the 1954-55 fiscal year, he mentioned, “Man and Dad,” and “Son of Sinbad,” the latter an RKO Radio Pictures release, recently revised and licensed.

A breakdown of the figures contained in the report disclosed the following: Of the 1,289 films reviewed and approved, 934 had a Code Seal, 598 did not. The majority of the latter were foreign-made films.

278 American-Made

It was added that the “summary does not indicate those pictures which subsequent to licensing by the state censor board are submitted to the Motion Picture Association for its seal of approval.” Many foreign films, once they gain some popularity, fall into that category, it was explained.

Of the 743 feature films licensed, 262 were American-made and approved without eliminations and 16 with eliminations. Only 39 of the American-made films approved did not carry a Code Seal at the time of their licensing by the board. In the previous fiscal year, the board approved 881 feature films.

In the 1954-55 fiscal year, the board licensed 540 short subjects as compared to 550 the previous year. Only two American-made feature films, which had a Code Seal, required eliminations for board approval, according to the report.

All figures, it was explained, included both 35mm. and 16mm. films.

This is ALEC WAGGOMAN

He owned everything in the valley except

THE MAN FROM LARAMIE

Donald Crisp

DONALD CRISP
as
ALEC WAGGOMAN

James Stewart in ‘The Man From Laramie’ co-starring Arthur Kennedy, Donald Crisp, Cathy O’Donnell, Alex Nicol and Aline MacKahan with Wallace Ford • Screen Play by Phillip Yordan and Frank Burt based upon the Saturday Evening Post story by Thomas T. Flynn • Directed by Anthony Mann • A Columbia Picture • A William Goetz Production in Cinemascope Color by Technicolor
Announcing the 36th Anniversary Convention of the Allied Theatre Owners of New Jersey, Inc. at the fabulous Concord Kiamesha Lake, New York on

Tuesday - Wednesday - Thursday
June 21-22-23, 1955

For further information and to make reservations, contact:

Allied Theatre Owners of New Jersey, Inc.
234 West 44th Street
New York, N. Y.

LAckawanna 4-2530
In the 'Record'

Congressman Wants Industry Censor-Free

Pleads for International Exchange of Pictures

From THE DAILY Bureau

WASHINGTON, April 28.—Rep. Thompson (D., N. J.) declared it is vitally important to keep the motion picture industry free of censorship.

He inserted in the Congressional Record various sections of the 1954 annual report of the Motion Picture Association, including two long reports by president Eric A. Johnston, outlining the importance of the screen as a free institution and the need for a free international flow of film.

Thompson said the motion picture was undoubtedly one of the most important world media of mass communications. "Because it is so important," he continued, "it is vitally necessary to keep it free of censorship of a type which could only lead to its deterioration. The industry has long prized itself on its ability to set its own standards on the highest level and to serve the public in manifold ways and in many fields. The New Jersey lawmaker listed some 30 "outstanding" pictures of 1954.

Court of Appeals Adjourns Without Action on 5% Tax

Special to THE DAILY

ALBANY, N. Y., April 28.—The Court of Appeals adjourned until May 23 without handing down a determination in the appeal by New York City from an Appellate Division ruling of early this year which invalidated the collection of the major breakage on the five per cent admissions tax.

Both exhibition and New York City attorneys had expected the states high.

(Continued on page 6)

Krim to Keynote UA London Meet

Arthur B. Krim, president of United Artists, who keynotes the company's international sales convention opening next Tuesday in London, it was announced in the British capital by Arnold M. Fieker, vice-president in charge of foreign distribution, who will preside over the week-long ses.

(Continued on page 6)

Judging Slated for Monday

Rosen Guest Speaker at Quigley Awards Luncheon

Sam Rosen, executive vice-president of Warner Bros., was the principal speaker at the luncheon Monday which will follow the judging of the Quigley Awards for showmanship.

Both the luncheon and judging will be held at Toots Shor's restaurant here. In the judging, approximately 30 top advertising and publicity executives from circuits and distribution house offices will participate in the examining of the campaigns submitted during the last year by members of the "Motion Picture Herald's" Managers' Round Table.

The judges will select three Grand Award winners for this, the 21st of (Continued on page 6)

No Toll Television Hearings in August

From THE DAILY Bureau

WASHINGTON, April 28.—There will be no toll television hearings or argument during August.

That much became certain today. The Federal Communications Commission announced that to assist its staff and out¬
due to a decision in "view of his health planning," it had decided not to schedule any argument or hear¬

ings during August.

RKO Theatres

Net $535,236

Consolidated net income of RKO Theatres for the first quarter of 1955 was $535,236 as compared with $831,451 for the first quarter of 1954 before deduction for special items, Dudley G. Layman, vice-president, reported here yesterday.

After deduction of special items, it was added, the net income was $485,388 for the 1954 period, which reflected a loss on the sale of theatres at special solicitations. There was no sale of theatres recorded for the comparable period.

For the 13-week period ended April 2, income from operations was put at (Continued on page 6)

TESMA Directorate Meets Here Today

The first 1955 meeting of the board of directors of Theatre Equipment and Supply Manufacturers' Association will take place here this morning at the TESMA offices in the Times Tower Building.

The meeting will be conducted by Fred C. Matthews, TESMA president, and Motograph, Inc., who arrived last night from Chicago.

Other officers and members of the board who will be present include: Lawrence W. Davee, TESMA vice-president, Century Projector Corp.; (Continued on page 6)

Luncheon Today

MPAA Meet May Admit 'Trade Views'

Session Expected to Be 'Open' for Discussions

While today's luncheon meeting of company presidents with Eric Johnston, president of the Motion Picture Association of America, has been called specifically for the discussion of forthcoming film pacts with foreign countries, it was reported yesterday that the sessions will be "open" to proposals regarding trade practices and exhibition bids for a conference with distribution's top executives.

No formal agenda has been prepared for the meeting today, an MPAA spokesman said, but there is nothing to prevent a company president to throw the proposed exhibition-distribution top-level paroley on the table for debate.

Spyros Skouras, president of 20th Century-Fox, is reported to be in favor of the conference and may express his opinion on the issue at today's meeting. Barney Balaban, president of Paramount, also has indicated that he would express his company's (Continued on page 6)

B'way Association On Record Against Subscription TV

The Broadway Association, representing businessmen of all types in the heart of New York, has gone on record in a message to the New York City Council and the Federal Communications Commission as being firmly opposed to subscription television.

In letters addressed to the FCC and members of the City Council the association said its opposition was based on the fact that entertainment and re.

(Continued on page 6)

Schine Contempt Case May Have to Be Tried Again Due to Judge's Illness

BUFFALO, April 28.—It is reported here that Judge Knight, who presided at the long contempt trial of Schine Chain Theatres, Inc., will resign soon from the bench because of his illness. Judge Knight will celebrate his 83rd birthday tomorrow.

The longest history of the contempt trial may have to be tried all over again if the judge does resign before handing down a decision which is still pending. It is said to be doubtful that he will hand down a decision within his serious illness. He now is confined to a Buffalo hospital where he was taken following a heart attack is his Arcade, N. Y. home.

The government therefore may soon face a situation whereby it will either call for a new trial or dismiss the charges.

ASCAP Reflects All Present Officers

At the board meeting of the American Society of Composers, Authors and Publishers yesterday—the present officers were re-elected for another one-year term.

In a show of confidence in the present administration, Stanley Adams was re-elected as president of the So.
Personal Mention

ROY DISNEY, president of Walt Disney Prod., will leave here for the Coast tomorrow.

Meyer Fine, president of Associated Artists, and Moe Fine, at a dinner this week announced the engagement of their son, MARSHALL, to PATRICIA KNOX OF McKeesport, Pa.

WARREN E. DANA, son of P. T. Dana, publisher of Eastern Pictures, Eastern sales manager, will be married tomorrow to ELEANOR SCHANO in St. Margaret's Church, Pittsburgh.

C. Glenn Norris, 20th Century-Fox Eastern sales manager, and Jack Bloom, his assistant, were in Groveville, N. Y., this week from Washington.

Harry Feferman, sales head of the Universal International special films division, will leave here Tuesday for Cleveland.

SIDNEY RECHTENK, Warner Brothers home office publicist, is the father of a girl born to Mrs. Rechtenk yesterday at Doctors Hospital here.

MAX MINK, manager of the RKO Palace Theatre, Cleveland, will leave here tomorrow with Mrs. Mink for Rochester and New York.

JACK ROTHEINER, United Artists official in charge of advertising, is the father of a daughter born to Mrs. Rotheinier here this week.

Virginia Higgins, Allied Artists casting director, will be married in Los Angeles on May 7 to Goertt BRADFORD WILKE, Jr.

MANNY PEARSON, M-G-M press representative in Cleveland, has returned there from New York.

Hollywood's People Defended by MPIC

HOLLYWOOD, April 28 — The Motion Picture Industry Council proved its fighting efficiency conspicuously today. When executive secretary Lou Greengian, responding to newspaper, wire service, radio and television reporters following up on an anti-Hollywood remarks imputed to a prominent American Jewish speaker in Glasgow, Scotland, furnished facts and figures negating charges that life as lived in the Hollywood production community is "empty and miserable."

Greengian furnished such statistics as these: 78 per cent of people in Hollywood production work are married, and 70 per cent of these people have had children; 81 per cent attend religious services regularly.

These and other accompanying facts running counter to the speaker's charges appeared on front pages, in radio and television programs here all day and evening.

Rep. 'Holders to Hire 'P-R' Firm

The Republic Pictures Stockholders Protective Committee plans to retain a public relations agency shortly for the solicitation of proxies in its contest against the management of Republic Pictures. Herbert J. Yates, it was learned here yesterday.

The committee also is expected to follow up its January filing with the Securities and Exchange Commission with a new filing of its intentions and composition. It is understood the fight of the public relations firms now being considered by the committee in David Carr and Associates.

Record Air Plugs For 'Long Legs'

What is claimed to be the biggest and most radio and television advertising campaign in 20th Century-Fox's history will see 487 spot announcements on "Daddy, Long Legs" programmed to air on 20th Century-Fox's network stations in January and February. The network stations participating in the advertising campaign are CBS, RCA, ABC, WOR and WOB, and the network stations represented are WNEW, WINS, WMCA, WJZ and WOR.

Army Music for Premiere of 'Daddy Long Legs'

The world premiere of 20th Century-Fox's "Daddy Long Legs" will be held at the Roxy Theatre here next Thursday, will receive a musical salute from the First Army Band, which will be led under the direction of Chief Warrant Officer Arthur R. Hardwick.

Ceremonies at the premiere will go to the March of Dimes. Ceremonies will be covered by radio and TV.

To Discuss Needs of Children's Library

The two-man sub-committee of the sales manager's committee of the Motion Picture Association of America, which will meet next week to work out and report on what is needed to increase the effectiveness of the Children's Film Library.

The sub-committee, which is composed of Maurice Goodman of Paramount Pictures and Bernard Goodman of Warner Brothers, is expected to discuss the films needed by the Children's Film Library and the opportunities for the showing of films especially suited for children.

Bracken Shows 4-D Theatre Speaker

A 4-D multi-flare theatre sound system, which is said to be an improvement over the current stereophonic sound systems now in use, will be offered to theatres and large auditoriums, according to Eddy Bracken, head of M-G-M Enterprises, whose subsidiary, Stan White, Inc., devised and manufactures the system.

Bracken, in demonstrating his speaker unit at the Hotel Edison here yesterday before representatives of equipment manufacturers, explained that the unit, when installed, claimed the 4-D speaker system gives theatres a sound which "achieves a realism never before heard in movies."

The 4-D theatre speaker system provides new four-dimensional sound with tremendous power and clarity, Bracken declared.

'Carmen' at Cannes But Not Competitive

HOLLYWOOD, April 28 — Through the personal intercession of Syroskoumar, president of 20th Century-Fox's Greek subsidiary, the "Carmen" has given permission for a special showing of Otto Preminger's production of "Carmen" in the Cannes Festival, although they have stipulated that it must be shown out of competition.

The Festival continues through the 12th, and the committee, which is assembling the picture, is expected to announce the Cannes' premiere of "Carmen" shortly.

Seven Pre-release Dates for 'Melody'

M-G-M's "Interrupted Melody" will have seven pre-release engagements in the United States before the picture is shown at the Radio City Music Hall on May 8, it was announced yesterday.

The first out-of-town opening of the picture will be held May 25, and it will open later in the following week in Cleveland, New York, Chicago, Washington, San Francisco, Grand, Atlantic, Stillman, Cleveland; Astor, Boston; Savo's, Buffalo, Buffalo; and the Trans Lux, Philadelphia.

The world premiere of the picture was held on April 20 at the Metropolitan Theatre in Melbourne, Australia, where Ann Miller appeared in person as M-G-M studio representative, making this appearance one of the most notable appearances in a number of other Australian towns after the premiere.

Feddersen Show Scores

HOLLYWOOD, April 28 — Don Feddersen's "Millionaire" television program, scored a sharp uprise in the trade ratings, it was disclosed today, with a Nielsen rating of 35.4: ABB giving it 17th place among all television shows, and average trend index reading 25.

New York's Theatre

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Theater Center

"THE GLASS SLIPPER"
In radiant COLOR starring
Leslie CARON  a Michael WILDING
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

Friday, April 29, 1955

Amusement Supply Moves

After 22 years at the same address on W. 44th Street here, Amusement Supply Co., Inc., is moving across the street. This company represents Century Projector in this territory.

New Mexican Lab

Filmcolor, S. A., exclusive distributor in Mexico of Aucos Color, has established a developing plant in Mexico City to keep them in line with the estimates set for the service will cut their production costs by 30 per cent. The plant is managed by Albeardo Rodriguez, Jr., son of the former president of Mexico,

Canadian Imports Off

Canadian film imports declined to $589,000 during January in contrast to $890,000 in December, 1954, but still above the $642,000 in January a year ago, Canadian Gov't reports.

Add's Board Members

The Variety Clubs-Will Rogers Memorial Fund, Inc., has registered an amended certificate in Albany increasing the number of directors. The figures of not less than 20 and not more than 40 have been changed to "not less than 30, nor more than 45."

Drop-Drive-in Plan

Plans for a drive-in theatre on the Waterbury-Litchfield (Conn.) Road, have been dropped by Avery Lamplugh, "because of so much public unrest and to avoid another battle." The State Supreme Court of Errors has reported an unfavorable decision on request of an injunction against the theatre.

Feddersen Show Scores

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McGee in Plea For Industry Round-Table

Special to THE DAILY
DENVER, April 28.—A plea to company presidents to "get out of their ivory towers" and agree to meet with exhibitors in an industry round-table conference was made here today by Pat McGee, general manager of Couper Foundation Theatres.

The conference, according to McGee, who also is a top leader in Theatre Owners of America, need not "discuss film terms on the basis of specific instances . . . but to see where we're going in the industry." Parenthetically, McGee said he agreed that "particular abuses ought to be discussed with the company president involved," inferring that "particular abuses" should be aired outside the proposed industry conference in a direct meeting between exhibition leaders and the respective presidents.

"There is no basis for the company presidents placing the blame for failure to meet on their lawyers," McGee charged. "If these company presidents fear further legal problems resulting from an industry conference, the Department of Justice could very easily quiet their fears by sanctioning the meeting ahead of time," he continued.

"Also, many exhibitors own stocks in these film companies, and we may have to attend more stockholders meetings if that is the only forum open to us," he added.

On the other hand, McGee went on, in a statement issued to the trade press, "if the company presidents will only meet with exhibitors, they might find us willing to go to the Congress in an effort to adjust several troubling matters, including a change in income tax rulings.

McGee blamed the product shortage as the root of exhibition's current problems.

Recalls Former Proposal

Declared the TOA leader: "Realistic, hard-thinking, practical theatre men anticipated all this long ago. My recollection is that Si Fabian, Sam Pinanski, and many others, proposed an exhibitors' film financing company many years ago, but exhibitors were still fat and sassy and paid no heed. Exhibitors Film Finance Group has now been organized and it must be apparent that the final and complete solution of exhibition's problems lies in active participation in the production of films. If pay-as-you-see television becomes a reality, theatres may have to rely on their own production companies for a suitable supply of film. Had we heeded the advice of our experienced and prescient men seven years ago, it is conceivable that the unpleasant conditions existing today might never have come to pass."

March Dividends Up Over Last Year

WASHINGTON, April 28.—Publicly reported cash dividends paid by industry companies amounted to $3,899,000 in March of this year, the Department of Commerce has announced.

This is an increase over the $3,452,000 paid in March, 1954, and continues the trend of increased payments evident earlier in the year. In the first three months of this year, industry companies paid out $7,143,000 in dividends, compared with $5,529,000 paid in the same period last year.

UAC Reports Drop In Net Earnings

OTTAWA, April 28.—United Amusement Corp., Ltd., theatre chain, reports a net profit of $312,357 for the year ended Dec. 31, 1954, compared with $433,023 in the previous year and working capital dropped to $1,131,474 against $1,290,826.

Quebec circuit also reports profits amounted to 97 cents on combined A and B shares against $1.34 in preceding year.

'Harem' on Tour

HOLLYWOOD, April 28.—The "Sinbadettes," four of the Harem beauties from Howard Hughes' "Son of Sinbad," will leave here Sunday on a nation-wide tour. Their first stop will be Denver. The girls will spend the next few weeks visiting 16 key cities in advance of the film's release. "Son of Sinbad" will have its world premiere at the Fox Theatre, St. Louis, and go into general release right after.

Bingo Okayed

WORTHINGTON, O., April 28.—Village council approved an ordinance permitting bingo, card parties and raffles when conducted for charity.

The vote was 5-1.
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<td>Daila Pienta</td>
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<td>James Cagney</td>
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<td>ESCAPE TO BURMA</td>
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<td>Diana Lynn</td>
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<td>HIGH SOCIETY</td>
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<td>THE END OF THE AFFAIR</td>
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<td>William Campbell</td>
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**People**

Shirley Dubow, secretary to United Artists vice-president Max E. Youngstein, has resigned effective today to launch a retail business venture with her husband. Mrs. Dubow has been with United Artists for seven years.

Ben Schrift of MacDonald Pictures has been appointed Western Hemisphere sales representative for "King of the Coral Sea," new Australian film starring Chips Rafferty.

Marvin Harris has sold his Avalon Theatre in Toledo to the Sher brothers of Columbus who will operate it as an art house.

Ray G. Colvin, executive director of the Theatre Equipment Dealers Association, will wind up a series of speaking engagements throughout the Midwest next week with a talk before the Optimists Club in Springfield, Ill., on Monday.

Dick Fortune, former Harris Amusement Co. publicity head in Pittsburgh, who will leave Station KDKA TV on Monday to join the Cabot & Coffman ad agency, has been retained to publicize the golden anniversary of the first nickelodeon which the late John P. Harris opened in Pittsburgh in June, 1905.

George Murphy will be the guest of honor at a luncheon to be given by the ladies auxiliary of the Cincinnati Variety Club on May 13.

Curly Posen has resigned as office manager and chief booker of the Allied Independent Exhibitors of Ontario. He is also the proprietor of Kent Theatre, a Toronto neighborhood house.

**Set Agenda for Arkansas Meeting**

Subscription television, Exhibitors Film Financial Group and pertinent industry problems are the main topics slated for discussion at the 36th annual convention of the Independent Theatre Owners of Arkansas, May 3-4, at the Marion Hotel at Little Rock, Ark.

TOA president E. D. Martin, Ralph E. McGlamery, head of the Kentucky Association of Theatre Owners, and Ben Shiley, trade paper publisher, will be the principal speakers at the convention.

**Bodde to N. O.**

Bernie Bodde of the Bodde Company, Los Angeles, will fly to New Orleans on May 5 to supervise installation of the Bodde "Premium seamless" screen at the Saenger Theatre, an operation of Paramount Gulf Theatres, Inc. The new screen will be 52 by 24 feet.

**Closed Circuit TV**

*At N. Y. Raceway*

_Special to The DAILY_

WESTBURY, N. Y., April 28

- Finiscope, a closed circuit television system of showing races projected on a 20-foot-square screen, will be introduced to the public tomorrow night at Roosevelt Raceway. Located at the head of the homestretch, Finiscope was designed to bring the entire race in a close-up to patrons farthest from the finish line. This is said to be the first time large screen television has ever been used for the presentation of a sporting event at the point of origin.

**G.E. to Sponsor 20th-Made TV Film Program**

General Electric Co. will sponsor 26 one-hour television film programs to be produced by 20th Century-Fox, it was announced yesterday.

The new series makes its debut on Sept. 21, at 10 p.m., EST, on CBS Television, and will be seen every other Wednesday thereafter.

Contract for the series was negotiated by Spyros P. Skouras, president of 20th Century-Fox; Al Lichtman, director of distribution for the film company; Sid Rogell, executive production manager of TCF-TV, and John Young of the television subsidiary, and executives for Young & Rubicam.

**To Be Made on Coast**

The TV films will be produced on the stages of Fox's Western Avenue Studio in Hollywood. The property was recently converted for TV filming at a cost of $1,000,000.

**46, Mostly Lippert, Purchased by WPIX**

Television station WPIX has just completed negotiations with Tele-Pictures, Beverly Hills, for the purchase of a package of 46 films, produced between 1926-52, mostly from Lippert Pictures.

The purchase of the group was under a multiple-run deal for a long-term contract.

Among the pictures are "The Baron of Arizona," "I Shot Jesse James," "Treasure of Monte Cristo" and "Holiday Rhythm."

**'Marty' Set for 8 Regional Openings**

United Artists' "Marty," currently in its premiere engagement at the Sutton Theatre in New York, has been set for eight more key regional openings during the coming month with star Ernest Borgnine highlighting the bows in an extended personal appearance tour.

The RKO-Lancaster production will open at the United Artists Theatre in San Francisco, the Madison in Detroit, Lover's in Houston, Bridgeport and Hartford, the Roger Sherman in New Haven, the Playhouse in Baltimore and the Ontario in Washington.

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**This is DAVE WAGGOMAN**

No one ever crossed him... till he crossed the path of... **THE MAN FROM LARAMIE**

ALEX NICOL AS DAVE WAGGOMAN

James Stewart in "The Man From Laramie" co-starring Arthur Kennedy, Donald Crisp, Cathy O'Donnell, Alex Nicol and Aline MacMahon with Wallace Ford - Screen Play by Philip Yordan and Frank Burt based upon the Saturday Evening Post story by Thomas T. Flynn - Directed by Anthony Mann • A Columbia Picture • A William Goetz Production in CinemaScope

Color by Technicolor
B'way Assn.

(Continued from page 1)

est tribunal to act upon the appeal during the April term of the court. In the meantime, the breakage of the five per cent tax will be held in escrow by New York City exhibitors.

It is possible that interposition of a petition in the Assembly Rules Committee bill, declaring that ‘legislative intent’, in adopting the 1947 state-wide Enabling Act was for the collections of many confessions of the admissions and sales levies, delayed decision by the Court. If the appeal were agreed on Mar. 3, with the stipulation that both sides be given an opportunity to file supplemental briefs dealing with the effect of the decision on the case — should the legislature adopt the latter. The bill, which was rushed through both houses, over industry objection. Governor Averell Harriman signed it on Mar. 14. The act was made retroactive to June 30, 1954, when the New York City five-cent admissions impost became effective.

Court of Appeals

(Continued from page 1)

HIGHLIGHTED by some interesting activities of the Air Corps Weather Service, this month's modest action drama has the frozen wastes of Alaska and the North Pole as its locale and Dale Robertson, Evelyn Keyes and Frank Lovejoy as its stars.

The authenticity of the film scenes, and the excitement therein, helps to overshadow a fairly ingeniously story and to provide the material for general audience exploitation.

The story concerns Robertson, a jet pilot "retired" to piloting for the Air Weather Service in Alaska because of his film industry duties. The story of a charming officer at the Alaskan base is Lovejoy, an able, good-hearted guy in love with Miss Keyes, the doll who runs a nearby gin mill called the Klongmok Club. The rub is that Miss Keyes is Robertson's former wife, the girl he married in London during the blitz and from whom he parted for reasons too involved to go into here.

On one level, the screenplay by John D. Korner and Richard Nash tells how Robertson and Miss Keyes are reunited and Lovejoy finally gets, a pretty public relations officer. On another level, it tells the more exciting story of a hazardous mission to the polar cap, led by Robertson, to get data on top-of-the-world weather conditions. The party, marooned on an ice floe, finally is rescued in a daring glider pick-up.

This sequence, as well as two others involving air rescue operations, are genuinely interesting. Michael Baird and Lewis R. Foster produced the film with Foster as producer. William Clothier, responsible for the good Alaskan aerial photography.

Running time, 90 minutes. General classification, For May release.

Krim to Keynote

(Continued from page 1)

Krim will be joined at the seven-day conference by United Artists vice-president William J. Heine, and Max E. Youngstein.

The London meetings will launch United Artists' first series of foreign sales conferences, with other international parleys to be held this summer in Tokyo and Rio de Janeiro.

More than 150 U.A. executives and representatives from 20 countries attended the European, Middle East and South American sales conferences held in London for the convention next week.

TESMA Board

(Continued from page 1)


Ascap Reectees

(Continued from page 1)

The results of the survey, which was undertaken to ascertain the practical operating problems of drive-in theatres, and to assess the possibilities for changes in existing theatres, were made known at the 77th semi-annual convention of SMPTE in Chicago.

The survey was conducted by a committee for some time has been making measurements in 26 outdoor houses in the Eastern and Central states, with the results equally divided between the 40-60 feet and 60-120 feet range. It was stated that although the measured group represents only six per cent of the more than 4,000 drive-in houses in the United States, the survey provided useful information about this type of exhibition which accounts for about 25 per cent of all the theatres in the United States and about 40 per cent of the box office gross.

The survey by the SMPTE committee showed that the screen brightness of the drive-in theatres measured fell within the nine-foot lamp range set for indoor theatres. However, the screen below brightness standard for four-foot-lamberts, the survey also showed that low screen brightness did not detract from the large screen size alone. A great deal of low output equipment is used in the smaller theatres, as if low screen brightness had been a design objective.

Equipment performance and operating standards, nevertheless, were found to be entirely equivalent for indoor and drive-in theatres, the SMPTE report disclosed.
Record Volume

Heavy Buying

Of N.T. Stock

Puzzles Trade

200,000 Shares Traded

In 7 Days; Prices Rise

Both industry and financial district "insiders" have had their curiosity piqued for a week by the continued activity in National Theatres stock, which has made it the most heavily traded industry issue in years, without any clue to the identity of buyers or sellers.

More than 200,000 shares were traded in the last seven days on the Exchange, with the price of the shares moving up almost $3 to a new high of $11.87 by the close last Friday.

National Theatres stock is widely held with very few individual owners having any large block of the stock. Among the few large holders are Mrs. Darryl Zanuck, the estate of the late Charles Skouras and General Precision Equipment.

Financial sources said on Friday (Continued on page 4)

Luncheon, Judging

In N. Y. Today for

The Quigley Awards

Approximately 85 industry executives, including advertising and publicity heads of circuits and distribution companies, will participate in the 21st annual judging for the Quigley Awards for Showmanship and will attend the luncheon which follows the judging at Toots Shor's restaurant here today.

Sam Rosen, executive vice-president (Continued on page 4)

Expect 800 Tonight

At VC Walsh Dinner

Approximately 800 persons will gather tonight in the grand ballroom of the Waldorf-Astoria Hotel at the second annual Heart Award dinner of the Variety Club of New York, which this year will honor Richard F. Walsh, president of the International Alliance of Theatrical Stage Employees.

The national committee for tonight's dinner includes executives from all phases of the world of entertainment. Among them are: Jack Coen, Edward (Continued on page 4)

Catholic Press Award

Presented to Quigley

The Catholic Institute of the Press bestowed its annual award on Martin Quigley yesterday at ceremonies in the Biltmore Hotel here following the organization's annual Communion Breakfast services at St. Patrick's Cathedral.

Approximately 400 members and guests of the Association, including many from the motion picture industry, saw Richard Reid, editor of "Catholic News," make the presentation.

James W. Egan, president of the Association, presided. The award is made to persons in the communications field who have exemplified Christian principles in their work and daily life.

4 Presidents

Reply to Bid

Four company presidents have replied to the joint Theatre Owners of America-Allied States Association bid for a conference on "annual problems." Rube Shor, president of Allied, said at the weekend. While declining to identify the company heads, Shor said that each of them "indicated" their willingness to meet with the exhibitor leaders. He would not say whether there had been official acceptance of the meeting has been suggested for May 24 at the Hotel Sheraton Astor in New York.

Shor said that he didn't think they would come to the meeting, but the company is willing to meet with the exhibitors. (Continued on page 4)

Seeking 'Sweeping' Probe

Congress Asked to Study

Networks' Role in Films

WASHINGTON, May 1—Federal Communications Commissioner Frieda B. Henneck urged Congress to study whether television networks should be allowed to produce and distribute films. This suggestion was included in a 68-page report filed by Miss Henneck with the Senate Commerce Committee, commenting on earlier reports by two committee staff members and by the Federal Communications Commission. The report deals with the problems of television networks and the UHF stations. Miss Henneck sharply criticized all the earlier reports as inadequate in suggesting solutions of the problems.

Urging a sweeping Congressional (Continued on page 4)

Nov. 17 Through Nov. 27

COMPO SETS NEW

DATES FOR POLL

Awards to Be Made at Hollywood Function

In December; Form Nominating Procedure

Nationwide balloting on the audience picture and star poll, to be sponsored by the Council of Motion Picture Organizations, will be from Nov. 17 through Nov. 27, instead of from Nov. 24 to Dec. 7, as was previously announced.

The new and "final" date was fixed at the weekend by Elmer Rhoden, national chairman of the audience awards campaign aimed at registering the public's choice of the box office, best performances and most promising young players of the previous year.

Rhoden made the decision following a conference here with COMPO representatives, two members of the original committee and others, including a representative of the public accounting firm of Price Waterhouse & Co.

It was also decided that the awards shall be made at a function to be held in Hollywood on the night of Dec. (Continued on page 5)

MPAA Meet Spans

Wide Topic Range;

Discuss Roundtable

Topics ranging from the proposed foreign round-table conference to the foreign situation were discussed here at the weekend at a meeting of film company presidents, called by Eric Johnston, president of the Motion Picture Association of America.

On the round-table issue, sentiments both pro and con were said to have been voiced by individual company heads, or their representative. There was no consensus of opinion one way or the other. (Continued on page 4)

Friedman Elected

Loew's Secretary

Leopold Friedman, financial vice-president and treasurer of Loew's Theatres, will assume the post of secretary of the circuit, with the resignation of Elliot Rosenthal. Harold J. Cleary, vice-president and comptroller, has been elected to the post of treasurer by the board.

Rosenthal, who had been with the circuit for 11 years and secretary since last September, resigned to become executive vice-president and treasurer of Investors Planning Corp. of America.

Eisenhower's Salute

To V.C.-International

From THE DAILY BUREN

HOLLYWOOD, May 1. — More than 1,800 delegates are expected to attend the four-day session of the 19th annual convention of Variety Clubs International starting May 4, representing world-wide "ties." The (Continued on page 5)
Personal Mention

DORE, SCHARY, M-G-M vice-president in charge of production, will return to the Coast tomorrow from New York.

DR. RENATO GUALINO, president of I.F.E. Releasing Corp., is scheduled to arrive in New York today from Rome.

LOUIS LORER, general manager of the foreign department of United Artists, left here yesterday for Paris.

WILLIAM COLEMAN and ANGUS MACPHERSON, Paramount production crew members, left London via B.O.A.C. Monarch.

HARRY SHAW, division manager for Loew-Loew's New England Theatres, has returned to New Haven following a South American cruise.

ELMER C. RHOEN, National Theatres president, left here at the weekend for Florida.

CHARLES C. MOSKOWITZ, M-G-M vice-president and treasurer, left here at the weekend for Miami.

H. B. ALLSMITH, Westrex Corp. vice-president and treasurer, has left New York by plane for Hollywood.

LELAND HAYWARD, producer, will return to Hollywood today from New York.

COUNT LEONARDO BONZI, producer, is scheduled to arrive in New York by plane today from Rome.

MIKE SIMONS, M-G-M director of customer relations, left New York yesterday by plane for Minneapolis.

Heart Ailment Fatal
To William H. Pine

HOLLYWOOD, May 1—William Hoy Pine, of Pine and Thomas, producers, died Friday at the Cedars of Lebanon Hospital here following a week of illness. It was a heart ailment. His survivors include his widow, Anna; a son, Howard, who is now a producer at Universal Pictures, three grandchildren and several brothers and sisters. Funeral services will be held tomorrow in the chapel of Hollywood Cemetery.

Pine was born in Los Angeles in 1896 and was educated at Columbia University. A publicity agent for circuses in his early days, he joined Balaban & Katz in 1926 as theatre producer. Subsequently he worked as director of studio advertising and exploitation in 1933. He resigned this position in 1936 to become associate producer with Cecil B. DeMille, and in 1940 formed Pine Corporation. America, producing for Paramount, the company that became Pine and Thomas following Pine's association in production with William Thomas.

N.Y. American Legion Will Officially Oppose TV

The New York State American Legion Organization takes a dim view of pay-to-see television and is especially concerned by veterans in hospitals throughout the weekend, Empire State Legionnaires manager said.

The Legion's national executive board will consider the problems of pay-TV as they affect the American legions and veterans in particular, early this month at Indianapolis. The New York department has liaison officers, and under ground it will take, free TV programs off the air, including sports presentations which Mr. Number One" on most hospitalized veterans' preferences lists.

New York State Legionnaires pointed out that thousands of TV sets have been donated to U.S. veterans in hospitals by Legion and posts and aids for "to combat the social and recreational therapy" and for the use and enjoyment of the sick and disabled.

"Infinite Understanding"

"These sets were placed in hospitals," state advocate Maurice Stember said, "with the definite understanding that this year's splendid TV programs would continue to be available without any artificial limitations. "We have no reason why all these donated sets should be converted to 'beide slot-machines requiring quarters, sick and disabled people must pay for programs they now enjoy without charge. The donors are responsible for the maintenance and upkeep of these sets and, obviously, installation of decoders and other gadgets presents a confusing and expensive problem.

Proponents of pay-to-view TV have stated their claims to the country's television listening centers, that box-office revenue will put the World Series, championships fights, college and professional football and basketball, derby events in the Kentucky Derby and other sports "spectaculars" on their contemplated nature.

Court Finds for 'U'
In Attorney's Suit

Federal Judge Edmund L. Palmini ruled in favor of Universal Pictures and ruled in favor of Thomas H. Cook, attorney, for services rendered in the appeal taken by Universal in the U.S. vs. Paramount case. The judge said that the difference between $150,000 and $30,000 already received on the basis of quantum meruit. Cook had sought payment for services from 1946 to 1951, but according to the court's decision, the services were actually rendered from July, 1946, to February, 1949. Judge Palmieri stated that he had admitted that the claims services ended in February, 1949, but that Cook claimed that the benefit resulting from the services extended to February, 1951. In favor of the defendants, the judge said he regarded the law suit as an imposition on the defendant on the court.

Goldberg Abroad
On Cinerama Trip

Harry Goldberg, advertising and publicity director of Stanley Warner, left here at the weekend for a month's tour of Europe.

While abroad, he will visit Cinerama installations in London, Milan, Rome and Paris. He is accompanied by his wife.

Shelmie Named Head Of MPAA Law Group
Succeeding Keough

Adolph Schimel, vice-president, general counsel and secretary of Universal Pictures, has been appointed by Eric Johnston, president of the Motion Picture Association of America, as chairman of the MPAA Law Committee, it was announced here following a board of directors meeting. Mr. C. Keough, Johnston had high praise for Schimel's "outstanding ability and leadership." The MPAA board, commenting on the death of Keough, passed a resolution praising the former Paramount vice-president and general counsel for bringing "inspirational leadership, a probing and penetrating mind and the wisest of counsel to the American motion picture industry."

"Therefore be it resolved," the statement concluded, "that members of this board, individuals and as a body, express their sorrowful sense of loss at the passing of this beloved friend and devoted advisor."

VC Here to Combine Business and Eating

Future luncheon gatherings of the New York Variety Club, Tent No. 35, will be followed by business meetings, William German, chair-barker, announced on Friday to a gathering members attending the monthly get-together at Toots Shor's Restaurant here.

This year's WoodseyIrwin meeting at New York was Jack Lavelle, scout for the New York Giants.
Para. Stockholders Told Pay-TV Faces ‘Major Problems’

“Major problems” remain to be solved before pay-by-the-view television realizes its vast commercial possibilities, Barney Balaban, Paramount Pictures Corp. president, says in his annual report to the company’s stockholders, now in distribution.

The report reveals that Paramount now holds an interest of more than 20 per cent in International Telemeter Corp., sponsor of one of the subscription television methods. International Telemeter will file a statement in accordance with the invitation of the Federal Communications Commission during the period to June 9, “and will participate in any public hearings or demonstrations to follow,” Balaban’s report says.

Calls Operation Simple

“Our experience in show business tells us that the Telemeter system is the most practical system of paying for entertainment in the home,” the letter adds. “The combination of vocal program announcement, a coin box and built-in electronic accounting control provides the most effective merchandising and the simplest operation for the viewer.”

Balaban’s letter also reports that Telemeter is engaged in the development of various other electronic devices and equipment for government agencies and a business machine company, indicating a possible diversification for the future, of the kind which is now familiar in many branches of industry.

Explains Color-TV Delay

With a 50 per cent interest in Chromatic Television Laboratories, developer of the Lawrence color television tube, Paramount notes in the report that the delay in the advent of color TV is due to the fact that “practical answers to the problem of delivering quality color at mass market prices” have not yet been offered. “We believe the showings planned for the near future will demonstrate that the Lawrence tube is the key to the problem,” it states.

The Balaban letter comments the studio for its production record during 1954 and expresses confidence in the product to be released this year. “Now, more than ever, it is clear that the public will support good pictures,” it says. “Good pictures can compete successfully with television, or any other form of public entertainment.”

Reports on VistaVision

The letter also expresses Balaban’s confidence that foreign business of the company will continue strong and reports enthusiastically on VistaVision developments and the outlook for the system.

Look for Records by New DeMille Film

Paramount has “every hope” that Cecil B. de Mille’s The Ten Commandments may well be the most successful motion picture of all time,” Barney Balaban, Paramount president, informs the company’s stockholders in his annual report distributed at the weekend.

Para. Increases Its Interest in DuMont

Paramount has increased its interest in the Allen B. DuMont Laboratories, it was revealed in the company’s annual report to stockholders. Paramount now holds 26.6 per cent of DuMont’s common stock. The statement asserted that DuMont continues its “preeminent position in the development of the cathode ray tube.”

Profits from the operations have been moderate—$745,000 in 1954 on a gross business of $92,000,000, largely due to broadcasting division losses. This division is being reorganized, it was stated.

Greater N.Y. Fund Post to Downing

Russell V. Downing, president of the Radio City Music Hall Corp., will be employee chairman of the entertainment group of the 1955 Greater New York Fund campaign. The announcement was made by Harold M. Perry, personnel director and assistant vice-president of the C.I. T. Financial Corp., and the fund’s employee chairman.

The Greater New York Fund’s campaign to help 425 local hospitals and health and welfare agencies began on April 25 and will continue through May and June for a goal of $9,000,000. Last year, these agencies assisted over 3,000,000 New Yorkers.

Solicitation to Be Wide

Associated with the Radio City Music Hall since its opening in 1932, Downing will be responsible for solicitation of gifts from employees of legitimate and motion picture theatres, motion picture producers, music organizations, and television and radio stations.

Warners Buy Stock

WASHINGTON, May 1.—The Securities and Exchange Commission reports that during the month of March, Henry M. Warner, president of Warner Brothers Pictures bought 1,700 shares of common stock, increasing his beneficiary trust holdings to 13,700 shares and direct holdings to 105,850 shares; Albert Warner, vice-president bought 1,700 common shares, increasing his beneficiary trust holdings to 32,700 shares and direct holdings to 160,000 shares; Jack L. Warner, vice-president, bought 1,700 common shares, increasing his direct holdings to 265,399 shares.

‘Burma’ to Palace

Benedict Bogeau’s SuperScope-Tech-nicolor production of “Escape to Burma” will open at the Palace Theatre here on May 20, it was announced by Walter Branson, world-wide sales manager of RKO, which is distributing the film.
that Mrs. Zanuck and the Skouras estate have denied that they are sell- ing. G. P. E. officials could not be reached for comment at the weekend but it is known that a deal has been disposing of both N. T. and 20th Cen- tury-Fox stock over a period of time. The combined holdings of 100,000 N. T. shares now. Mrs. Zanuck's holdings are at 100,000 shares and the Skouras estate's at 50,000.

Market observers believe the vol- ume of trading is too heavy to be sup- ported entirely by large traders of small blocks but no authoritative clue to either large sellers or buyers has appeared yet. The company has made no startling earnings report recently nor is one expected which would explain the market interest in terms of future dividends.

**Reality Values Seen Factor**

The speculation is that while no proxy contest such as that which was headed off before it actually came into being by the late Charles Skouras in 1953 is in prospect, the undeveloped interests may be buying in to obtain board representation in order to intro- duce a policy of realistic reality values, such as Albert List inaugurated in RKO Theatres after acquiring control.

Elmer Rhoden, N. T. president, who was in New York last week, could not be reached prior to his departure for the Coast over the weekend. Asso- ciated said the N. T. president was as much in the dark as anyone else con- cerning the identities of the stock pur- chasers and their aims.

**Quigley Awards**

(Continued from page 1)

of Stanley Warner Corp. and vice- president of Cinerama, Inc., will be the principal speaker at the luncheon session. Motion Picture Herald Quigley will preside at the latter.

The judging today will determine winners of the Quigley Award in each of three categories, large situ- tations, small situations and overseas. The entries are the campaigns sub- mitted during the year by members of the Managers Round Table of "Motion Picture Herald." Winners will be announced on Friday.

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**Round-Table Talk at MPAA**

(Continued from page 1)

**4 Presidents**

(Continued from page 1)

would be any legal problem involved to prevent the company presidents from meeting with the joint TOA- Allied committee. "They would not be permitted to discuss the matter,"Shor said. "I believe they are all men of good faith who want to have peaceful relations with their customers," he added.

**Prior Meeting Planned**

The Allied members of the group—Ben Marcus, Jack Kirsch, Ben Berger and Shor—will meet with the TOA committee a "day or so" before the meeting of the presidents, Shor said. The latter group consists of Walter Reade, Jr., Alfred Starr, Myron Blanik and President E. D. Martin.

The wired bid to the meeting of presidents read as follows:

"We cordially invite you to attend an industry conference in New York City Tuesday, May 24th at the Sher- raton," said Shor. "At 10:00 A.M. New York time, with a committee from national Allied and from T.O.A. to discuss and act upon the pressing and acute problems of exhibition. We strongly feel the immediate need of this conference among men of good faith and hope to improve the relations between your company and your customers and to the mutual benefit of both parties, when we come to bring you whomsoever you like/"

**Will Await All Answers**

Shor said he didn't expect to hear from all the presidents simultaneously because he believed that each presi- dent would want to talk to the other presidents. He indicated that an announcement would be made when all the telegrams had been answered.

**Sell 'Daddy' Tickets In Night Clubs Here**

Activities heralding Thursday's March of Dimes premiere of 20th Century-Fox's "Daddy Long Legs" were stepped up in New York on the weekend as teams of entertainment luminaries and fashion models toured night clubs and restaurants selling tickets to benefit the performance of the Film Industry, National Council.

With such Manhattan night spots as the Copacabana, Latin Quarter, 21 Club and El Morocco cooperating in the campaign by displaying special material on the Roxy Theatre opening, thousands of dollars worth of premiere tickets were sold to be offered by the touring parties. The premiere marks the first event spon- sored by the polio-fighting organization since the announcement of the Salk vaccine.

**HARGROVES National Service System**

ANNOUNCES

The Removal To Its New Offices At The

Paramount Building, 1301 Broadway, New York 36, N. Y.

Where It Will Continue Its Service of Supplying
Personnel Checking and Verifying Box Office Receipts
For The Motion Picture Industry.

Lackawanna 4-4571-4-4572
Compo Dates
(Continued from page 1)

5, 6 or 7, whichever may later be decided upon as most convenient.

Nominations will be made by exhibitors, under a nominating procedure worked out by Rhoden. The nominations, according to present plans, will be made to cover three different periods, with all exhibitors eligible to participate. The first nominating ballot, as tentatively arranged, will be sent in by COMPO by exhibitors on or around June 1 and will permit exhibitors to make their nominations from pictures generally released between Oct. 1, 1954, and March 31, 1955. Distributors will determine which of their pictures have been widely enough exhibited to be eligible for nomination. Any picture or personality receiving 75 per cent of the nominating votes from exhibitors will go on the final ballot given to the public.

Exhibitor Procedure Same

A similar nominating procedure will be followed by exhibitors on or about Aug. 1, 1955, using their nominations from pictures and personalities included in the releases of April, May and June, 1955. Nominations will be made on or around Oct. 1 on pictures and personalities included in general releases of July, August and September. In each of the three nomination balloting any picture or personality receiving 75 per cent of the votes will go on the final ballot to be used by the public.

Sept. 30 will be the cutoff date of pictures to be considered.

Meeting with Rhoden were Wilbur Snaper, one of the three members of the COMPO governing committee; Morton Goldstein of Allied Artists, chairman of the general sales managers committee; Harry Mandel of RKO Theatres, chairman of the COMPO press relations committee; Emil Bernstein of the Willy-Kinsley Theatres in Chicago, and Ralph Rossell of the Palace Theatre, of Canton, O., members of the audience poll committee, Robert W. Coyne, COMPO special counsel and Charles E. McCarthy, information director.

Eisenhower Salute
(Continued from page 1)

slogan, "And a Little Child Shall Lead Us," will be the convention theme this year. The Humanitarian Award, highlight of the convention, will be made to the individual named by the committee of publishers and editors as having made the most outstanding contribution to humanity in the past year. Past winners include Herbert Hoover, George C. Marshall, Helen Keller, Paul G. Hoffman, Bernard Baruch, James F. Byrnes, General Evangeline Booth, Cordell Hull, George Washington Carver, Father Flanagan and Sister Elizabeth Kenny.

President's Message

President Eisenhower's message from Washington to be given the delegates was:

"Once again I congratulate members of Variety Clubs International on their efforts to help the sick and needy children in this country and abroad.

"To all of you I send best wishes for the success of your 1955 convention and for continued progress in your splendid work."

Atlanta Grants First Negro Drive-in

Special to THE DAILY

ATLANTA, May 1.—The Atlanta-Fulton County Joint planning board has at last given a permit to the Bailey Theatres here for Atlanta's first Negro drive-in with a 600-car capacity. The permit had been turned down several times.

Report Judge Knight Retires; Schine Suit Status in Doubt

Special to THE DAILY

BUFFALO, May 1.—Federal Judge John Knight has decided to resign from the judicial seat he has occupied for approximately 24 years, the Buffalo "Evening News" says it has learned from sources in a position to know.

Judge Knight is convalescing in Buffalo General Hospital from a severe illness. The report that he has made up his mind to quit the lifetime judgeship to which President Hoover appointed him in 1931, immediately gave rise to a welter of speculation about a successor. President Eisenhower would make the appointment and the choice undoubtedly would be a Republican. Judge Knight resides in Arcade, N. Y.

May Have to Start Again

One of the longest trials ever conducted in Buffalo Federal Court may have to be done all over again if Judge Knight leaves the bench before handing down a decision.

The criminal and civil contempt-of-court trial of the Schine Chain Theatres, Inc., its officers and other individuals and concerns started last Dec. 9 and continued virtually every working day until March 1. More than 1,200 documents, ledgers and records were brought in as evidence, and 83 witnesses testified.

Involved was the charge that the defendants—J. Meyer Schine; his brother, Louis W. Schine; their Schine Chain Theatres Corp., and a number of subsidiary concerns and other individuals (six persons and eight corporations)—conspired to violate terms of an anti-trust decree handed down by Judge Knight on June 24, 1949. That decree directed the defendants to dispose of 29 theatres and cease alleged monopolistic practices.

Testimony Ended, March 1

The taking of testimony ended March 1 and Judge Knight granted time to opposing counsel to file briefs. Government attorney Joseph E. McDowell was given a month and Defense Attorney Frank G. Raichel was given a month after that in which to file his brief. This would make the deadline for briefs today. A decision would not be handed down until the voluminous briefs as well as the thousands of words of testimony and all the exhibits were reviewed.

Legal authorities in Buffalo agree that the government would have no alternative but to retry the entire case if Judge Knight does not return to the bench. Dismissal of the charges, these sources point out, could be an alternative.

This is KATE CANADAY in all the valley,—only she stood up for THE MAN FROM LARAMIE

ALINE MACMAHON as KATE CANADAY

James Stewart in "The Man From Laramie" co-starring Arthur Kennedy, Donald Crisp, Cafi O'Donnell, Alex Nicol and Aline MacMahon with Wallace Ford-Screen Play by Philip Yordan and Frank Burt based upon the Saturday Evening Post story by Thomas T. Flynn. Directed by Anthony Mann • A Columbia Picture • A William Goetz Production in Cinemascope Color by Technicolor

CINEMASCOPE
“That LADY” is coming to entertain you

and to thrill your audiences with the provocative story of the Spanish beauty whose flaming heart defied tradition... whose scandalous love affairs flaunted convention. As a novel ‘That Lady’ became an international best-seller... Katharine Cornell chose to star in it on the Broadway stage. Now it comes to tumultuous life as the picture that shocked a nation! “That Lady’s” fabulous past has everything for your boxoffice’s future!

OLIVIA de HAVILLAND • GILBERT ROLAND
in “That LADY” in CINEMASCOPe

introducing PAUL SCOFIELD co-starring FRANCOISE ROSAY • DENNIS PRICE
Produced by SY BARTLETT • Directed by TERENCE YOUNG • Screenplay by ANTHONY VEILLER and SY BARTLETT
From the Novel by Kate O’Brien • Print by TECHNICOLOR • An Atalanta Production • Released by 20th Century-Fox

“SOON IT WILL BE A PLEASURE TO DO BUSINESS WITH ‘That LADY’ FROM 20th!”
Cites Opportunity

Rosen Voices Confidence in Films' Future

Lauds Quigley Awards For Boxoffice Value

(Pictured on page 4)

By SHERWIN KANE

Confidence that showmanship will solve the problems confronting exhibition today was voiced by Sam Rosen, executive vice-president of Stanley Warner Corp., and vice-presi-
dent of Gnerama, in an address to judges of the 21st annual Quigley Showmanship Awards at a luncheon
meeting at Toots Shor's restaurant here yesterday.

In expressing his optimism concerning the future, Rosen paid enthusiastic tribute to the
Quigley Showmanship awards.

(Continued on page 4)

Rosen on Quigley Awards

HIGHLIGHTS of the luncheon address by Sam Rosen, executive vice-

president of Stanley Warner Corp., at the 21st annual Quigley Show-
manship Awards judging here yesterday follow.

“Our theatre organizations, namely, Stanley Warner and Fabian, are

committed to the principle which inspires the Quigley Awards—that

showmanship is not only indispensable to the success of show business,

but also that men who wish to make a personal success as showmen,

must apply the principles of showmanship to their daily job.”

•

“lt is probably more than a coincidence that all over the country men

in responsible jobs are Quigley Award winners and our two top adver-
tising men, Harry Goldberg and Everett Callow, are past winners of

(Continued on page 4)

Overseas Newsmen

Told U.S. Market Disappoints Rank

By PETER BURNUP

LONDON, May 2—John Davis, managing director of the J. Arthur
Rank Organization, told London representatives of the overseas press
of his company's disappointment at returns from exhibition of its product
in the American market.

Addressing approximately 100 mem-
bers of the American and Common
wealth Correspondents' association at
a dinner at the Dorchester Hotel, he
gave the newsmen what he described as the “Rank story.”

Davis said: “We are not likely to
succeed in America until we have our
own organization there. I hope one
day to have that organization.

“We believe, he said, “that it is
not good for the world when dealing
with such an important medium as the
motion picture, that the screen should

(Continued on page 7)

Heart Award

To Walsh

At a function sponsored by the New
York Variety Club, Tent No. 35, the
industry paid homage last night to
Richard Walsh, president of the inter-
national Alliance of Theatrical Stage
Employees, in the
grand ballroom of the Hotel
Waldorf - Astoria here.

Walsh was the recipient of the club's second annual Heart
Award and the presentation was made by Russell Down-
mapping director Radio City Music Hall while

(Continued on page 5)

Skouras to Produce VC Epilepsy Film

Spyros P. Skouras, president of 20th Century-Fox, announced last
night that he would produce a mo-
nion picture on epilepsy for nation-
wide theatrical distribution under the
sponsorship of the Variety Club

(Continued on page 5)

More Than 70 Signed
Record Group
Of Houses Set
To Show Fight

32 Mobile TV Units to
Be Utilized by Circuits

By MURRAY HOROWITZ

More than 70 theatres already have signed up for the May 16 telecast of
the Rocky Marciano-Don Cockell heavyweight championship bout, it was

disclosed here yesterday by Nathan L. Halpern, president of Theatre
Network Television. The bout will be broadcast from New York.

The number of theatres for the up-
coming bout thus exceeds the all-time record of 70 theatres established last
September for the second Marciano-
Charles fight.

Halpern, indicating the "over 70"
figure for the May 16 event may be exceeded, said he was withholding
announcement of a final count until
a week before the bout. The delay,
he explained, was dictated by TNT's
desire to gain national press coverage
when the list of theatres is disclosed.

(Continued on page 7)

Test Mass. 
Censor Law

Felix Bilgery of the New York law
firm of Bilgery and Levinson will
challenge the constitutionality of the
300-year-old Massachusetts "Sunday blue law" in Boston tomorrow before
the Supreme Judicial Court of the
state on behalf of Times Film
Corporation.

This is said to be the first time
the top Massachusetts tribunal has
heard arguments challenging the cen-
sorship statute. The case moved
directly to the top court when Justice

(Continued on page 7)

Ask Dismissal Brief's
In Terre Haute Case

By THE DAILY

INDIANAPOLIS, May 2—The Department of Justice and exhibitor
defendants in the Terre Haute anti-
trust case have three weeks in which to file briefs in Federal District Court
here on the defendants' motion to dis-

(Continued on page 7)
Personal Mention

JAMES R. GRAINGER, president of RKO Radio Pictures, left for the Coast yesterday.

JAMES A. MILBY, president of Samuel Goldwyn Productions, has returned to New York from the Coast.

HOWARD DIETZ, M-G-M vice-president, is expected to leave for Hollywood at the end of the week.

Harold J. Moss, Allied Artists executive producer, and Mrs. Moss, Miss Moss, leave tomorrow for Europe tomorrow aboard the "Queen Elizabeth."

ALFRED STARR, co-chairman of the Committee Against Pay-As-You-See Television, will arrive in New York from Nashville this Saturday.

Joseph R. Bransford and Arthur B. Gower, executive officers, arrived here yesterday from Europe aboard the "Ile de France."

George Murphy, in charge of M-G-M studio public relations, will arrive in New York tomorrow from the Coast.

Lloyd Clark, president of Middlesex Amusement Co., Malvern, Mass., is confined to Melrose Hospital there with a broken leg.

James Larkin, B.O.A.C. theatrical sales representative, has left here for Sydney, Australia, via United Airlines.

E. D. Martin, president of Theatre Owners of America, has arrived in Little Rock from Columbus, Ga.


Martin Levine, general manager of Brandt Theatres, will leave here for the Coast today.

Oklahoma Exhibitors Discuss Single Unit

Special to THE DAILY

OKLAHOMA CITY, May 2.—The executive committee of Allied and Theatre Owners of Oklahoma held a preliminary discussion late today on forming a single unit, and at the adjournment of the session invited owners of the various boards met in separate sessions and authorized their executive committees to meet jointly and discuss ways and means of forming one united organization for the whole state.

The theatre Owners of Oklahoma, which met today, said all appear strongly in favor of a single organization. The two groups plan to meet again shortly to discuss the matter further.

Barnard McKinnon, of Norman, is the new Allied president.

Combination Indoor—Drive-in in S. D.

DEADWOOD, S. D., May 2—Revised plans of the Mile High Corp., building a 600-car drive-in here, to be named the Mile High, call for new construction and reservation of space back of the concession building large enough to build a new projection house. The drive-in will be open later this month, and the plans call for erection of the indoor house later. The drive-in is located between Lead and Deadwood, which are about two miles apart.

DuMont Sees Hugh TV Station Market

CLIFTON, N. J., May 2.—Enhanced market values of television stations sold the past few years already realized, will exceed all Du Mont TV network losses since it began operating by more than $7,000,000 after taxes. Dr. Allen B. Du Mont told stockholders today at the annual meeting of Allen B. Du Mont Laboratories, Inc.

Dr. Du Mont disclosed information about the company's financial structure which had not been made public before, which, he said, "large profit and loss statements, or even on balance sheets."

"Our annual report explained," Dr. Du Mont said, "that network losses last year, before taxes, cut our other profits by $5,000,000. We have realized that the stations in the network, since its beginning, totalled $16,000,000 before taxes. "Profits from our leased and operated stations," he continued, "have brought our entire broadcasting losses down to $5,500,000 after taxes. While these losses were being reflected in our profit and loss statements, we were experiencing a very rapid enhancement in useful values of our broadcasting properties."

Officers of Allen B. Du Mont Laboratories, Inc., who serve as the annual stockholders meeting by the Class "A" stockholders were Dr. Du Mont, president, and Stanley A. Kallet, vice-president. Directors of the Class "B" stockholders were Du Mont, Patten, Dr. Thomas T. Goldsmith, Jr., Bruce T. Du Mont and Percy M. Stewart.

Posthumous Honors To Altec Engineer

The memory of the late Franklin C. Gilbert, chief engineer of Altec Engineering Corp., has been honored by the U. S. Navy Underwater Sound Laboratory in New London, through the dedication of Franklin C. Gilbert Road, principal thoroughfare on Fort Trumbull Reservation.

The ceremony was conducted by Capt. Edward J. Fahy, U. S. Navy commanding officer and director, including the unveiling of the plaque by Gilbert's widow. The commemoration took the form of a tribute to the sacrifice made by the Altec chief engineer in action during the submarine campaign waged by Germany off the New Jersey coast during World War II.

Aided War on Subs

On leave of absence from his company at the time, Gilbert, in company with E. S. Seeley, present Altec chief engineer, T. H. Carpenter, and other Altec engineers to submarine warfare research and development in behalf of apparatus for the detection and destruction of submarine raiders.

Hold Rites in L. A.

For William Pine


Pine, elder member of the Pine and Thomas, died Friday at Cedars of Lebanon Hospital following a heart attack. He entered the hospital on April 20.

Rocky Mt. Allied To Meet Thursday

DENVER, May 2.—Allied Rocky Mountain Independent Theatres will hold its convention on Thursday at the Park Hill Country Club. To be held this morning and afternoon, a luncheon and a dinner and dance in the evening. Booked for talks are Ruben Shor, national allied president, and Benjamin Berger, North Central Allied president.

Samuel Cornfield Dies

Services were held in New York yesterday for Samuel L. Cornfeld, well known film industry figure in the United States and abroad and brother Albert Cornfeld, 20th Century Fox's European managing director, who passed away suddenly on Saturday in Paris. Services are expected to be held this morning at 11 a.m. Burial will be in Providence, R. I.

Bertolero Dies

LEAD, S. D., May 2.—Leo Bertolero, 63, Black Hills Amusement company, was killed in a car crash, in three suicides at a local hotel. His brother, John, was found with the other survivors include his wife and two sons. Funeral and burial were in Lead.

News Roundup

Sher Now Has 4 Theatres

Lutich K. Sher, owner of the Bexley Art Theatre in Columbus, has extended his circuit to four with the acquisition of the Little, Yellow Springs, and the Crescent, in Louisville, Ky.

Faust, N. Y. Theatre Shut

The Adirondack Theatre, in Fanst, N. Y., has been closed by Charles Graham, Jr.

Shaw Play To Colombia

"Arms and the Man," George Bernard Shaw's satire on the heroes of war, will be brought to the screen with Alec Guinness and Claire Bloom teamed as the wife, officer, Bluntschli, and the Bulgarian maiden, Raima Petkoff, Sir Alexander Korda's Empires Films, Ltd., will produce for Columbia release.

Reopen Washington Theatre

The Ore Theatre, Northport, Wash., operated for some past years past by Mr. and Mrs. Dave Skinner, has been purchased by Mr. and Mrs. A. R. Gallo. Following renovation, the house has been reopened.

Kallet Acquires Drive-in

Kallet Theatres of Oneida, N. Y., has added the WGAT Drive-in to its string. Eric Williams, owner of the Oneida radio station, operated the theatre for four seasons, but withdrew recently for reasons of health.
Eight Compete

Toll TV Views

Airied in CBS Debate Here

If the proponents of subscription television have their way, the cost of television will be borne by the public, not by the networks, according to Alfred Starr, chairman of the Committee Against Pay-As-You-See TV. Sholos, vice-president and director of radio-station WHAS, Louisville, Ky., declared that the campaign for subscription television is a "resume" of the current controversy over Pay-To-See TV proposals now under consideration by the Federal Communications Commission.

In a telegram to Harrison Smith, president of the "Saturday Review," Starr declared that his article "Whose Money Talks?" appearing in the April 30 issue of the national weekly, was "based on an incomplete exposition of the arguments against Pay-To-See TV." He requested an opportunity to supplement the "resume" with a complete story emphasizing the economic disadvantages to the nation's wage earners contained in the propositions advanced by proponents of "slot-machine TV."

Cooper to Play 'Mitchell'

Gary Cooper will star in the title role and Otto Preminger will direct the United States Pictures' production of "The Court Martial of Billy Mitchell," it was announced by Warner Brothers which will release the drama to be produced by Milton Sperling.

Hitch 'Review' Toll TV Story

Organization for Free-TV, through co-chairman Alfred Starr, of Nashville, Tenn., has protested to the publishers of the "Saturday Review" over the manner in which the magazine's Irving Kolodin presented a so-called "resume" of the current controversy over Pay-To-See TV proposals now under consideration by the Federal Communications Commission.

In a telegram to Harrison Smith, president of the "Saturday Review," Starr declared that the Kolodin article "Who's Money Talks?" appearing in the April 30 issue of the national weekly, was "based on an incomplete exposition of the arguments against Pay-To-See TV." He requested an opportunity to supplement the "resume" with a complete story emphasizing the economic disadvantages to the nation's wage earners contained in the propositions advanced by proponents of "slot-machine TV."

Baltimore Parkway Reverts to Films

Baltimore, May 2—The Parkway Theatre, formerly owned and operated by Loew's and which closed about two years ago, is about to reopen as a picture theatre. During the two-year period, it was converted to the legitimate stage with unsuccessful results. A deal is under way wherein Jack Friedman, who currently operates Keith's and the New will add the Parkway to his circuit.

Wiley Lauds Films, But Pleads Caution

On Effect Overseas

Special to THE DAILY

BURLINGTON, Wisc., May 2—A sincere tribute to the motion picture industry of America, voiced here by Rep. Alexander Wiley (R., Wisc.), was coupled by the speaker with an appeal to the industry to study carefully the foreign market lest the films sent overseas give an inaccurate impression of life as it is lived in America.

Speaking at the "May Day-Loyalty Day" celebration here yesterday, the Congressman praised the industry as "the only non-subsidized motion picture industry in the world—and the envy of the world." "But," he said, "a small minority among the film companies seem occasionally more interested in squeezing the last possible dollar from the overseas market than they are in contributing an accurate picture of America by withholding from distribution abroad any possibly misleading films."

Wiley voiced high praise for Eric Johnston, president of the Motion Picture Association of America, for "his tremendous devotion to his country, both as head of the MPAA and in many other roles in which he has served America long and well."

Fred Astaire Leslie Caron

In DADDY LONG LEGS

Soon...
from 20th Century-Fox

in CINEMASCOPE

Songs by Academy Award winner JOHNNY MERGER... Bullet Spectaculars by ROLAND PETIT

Produced by SAMUEL G. ENOEL... Directed by JEAN NEGULESCO... Screen play by PHOEBE and HENRY EPFROM

YOUR BIGGEST ENTERTAINMENT DATE!
FROM 20TH IN MAY!
not only as a factor contributing to the morale of theatre managers everywhere but also as of "box office value to the industry."

"No matter how well known the story, the stars, the title, or the director, no picture becomes a success all by itself," Rosen reminded. "No matter how far a picture could go under its own power, it needs the labor of showmen to reach its utmost box office value.

"Today, more than ever, in this critical era of our industry such showmanship is essential to survival. In addition to the product shortages which harass every exhibitor in the United States, we face widespread entertainment competition from outside the industry and now even our own suppliers have begun to feed this powerful television competition with product," Rosen said.

"And yet," he added, "looking back at the 20th century long term, it seems we have successfully overcome in the past, and looking forward to the developments ahead, I face the future with confidence in our ability to surmount all obstacles and maintain motion picture theatre exhibition as a great, progressive and dynamic industry." Rosen cited the apprehension with which exhibitors viewed the swift expansion of radio in the 1920s, recalling that its competitive strength was overcome by the introduction of sound pictures and the opening of more luxurious theatres.

"But we can't conquer these new threats or meet today's competition with a crying-towel," he warned. "We have to fight for business and the good fight, the resourceful fight, it is what we mean by showmanship."

Rosen pointed out the opportunities to expand audiences and business in the theatre. "We do not see every picture they want to see, people who, perhaps, were not exposed to the right kind of showmanship. In addition, the many intangibles in the appeal of individual pictures, he reminded, which can be used, if discovered and exploited, to attract groups of patrons which otherwise would not attend the theatre. Good housekeeping in the theatre, Rosen reminded, also is an important factor in operation and showmanship.

"One of the assets of our industry is the fact that two generations of showmen have developed a vast body of fundamental selling ideas and that a showman makes use of what is already written in the book, he is bound to establish a fine record of achievement," Rosen said.

"It is because the Showmen's Round Table, by consistently publishing what showmen do, makes this information available to all the energetic, devoted showmen in the industry, that it performs a considerable service to the box office efforts of the men and women selling motion picture merchandise.

"The national recognition given by the Quigley Award, both quarterly and annually, is a decided stimulus to the more ambitious showman and the inspiration of these incentives is not only a morale factor but also is of box office value to the industry."

Sam Rosen on Quigley Awards

(Continued from page 1)

the annual Quigley Award. They definitely epitomize the showmanship I am discussing this afternoon."

"This is an era of product shortage. It is extremely important that communication between the theatre and the public doesn't break down. We must get more patronage from the smaller number of pictures available."

"The national recognition given by the Quigley Award, both quarterly and annually, is a decided stimulus to the more ambitious showman and the inspiration of these incentives is not only a morale factor but also is of box office value to the industry."

"I consider the Quigley Awards one of the essential institutions of the industry — a veritable university of showmanship; an institution which will play an important role as long as there is a motion picture business."

Italian Industry Head Cables Greetings

To Quigley Annual Awards Participants

Greetings to Quigley Showmanship Awards judges and contestants were cabled from Rome yesterday to Martin Quigley by Eitel Montefiore, president of Uni-CA, the Italian film organization. Advertising and publicity campaigns developed by Italian distributors this year inaugurated a new series of exhibits from markets which will be a feature of the annual showmanship contests from now on.

In Monaco's message, read to the Showmanship Luncheon here yesterday by Martin Quigley, Jr., editor of "Motion Picture Herald," said in part: "The man in whose name these (Quigley Showmanship) Awards are given has long been a good and dear friend to our film makers and to me, personally. He is as highly regarded in Italy as in America. We consider the special exhibit of the work of creative artists of representative Italian film companies another positive example of the strong feelings of friendship which have always characterized relations between the motion picture industries of our two countries."

The "Herald's" editor pointed out that it goes to 80 countries around the world and that its Managers Round Table department readers represent 90 per cent of the theatre business done in the domestic market and 75 per cent of that done abroad.
Heart Award

(Continued from page 1)

Robert J. O’Donnell, vice-president and general manager of the Texas-Interstate circuit and former international chair, was to represent William J. Flynn, chair barker of the dinner committee.

Every branch of the industry was represented, including all unions, the latter including the locals representing both radio and television, several of which had reserved their own tables.

German Calls Walsh ‘Symbol’

In German’s address, he described Walsh as a “symbol of organized labor” and declared that the banquet represented the joint efforts of management and labor to combat epilepsy.

O’Donnell, reaching into the past, told of the nearly daily successes of the operation and of his association with Walsh during those years.

Speakers were Robert Weitman, vice-president of American Broadcasting Co.; Charles Halloran, first-deputy international commissioner New York state; Spyros P. Skouras, president of 20th Century-Fox, and Howard Lindsay. Approximately 850 persons were in attendance.

Weitman, also in a nostalgic vein recalled the early days of union activity in which Walsh had played a vital role.

Represents Governor Harriman

Halloran, representing Gov. Averell Harriman, praised Walsh for his role in the maintenance of labor harmony in the amusement world.

Lincoln, the “producer-playwright,” said Walsh has given not only respect, but self-respect, to the IATSE.

In accepting the plaque, Walsh traced the advancement of labor through the years to its present position of dignity and respect, but added that labor must live up to its responsibility. He pointed to the new development of a polio vaccine, and expressed the hope that labor, through its donations, some day would have a part in the development of a cure for epilepsy.

Skouras

(Continued from page 1)

Foundation to Combat Epilepsy

The announcement was made to the more than 800 guests of the second annual Heart Award dinner at the Variety Club of New York in the Hotel Waldorf-Astoria.

“The purpose of the film,” Skouras said, “is to bring the American public up to date on the great strides that have been made by the medical profession in the treatment and control of epilepsy.” It will point out dramatically the needlessness of the social barriers that confront persons with epilepsy. It will stress the employability of persons with epilepsy, while it depicts the problems they face in seeking employment.

The event, which will honor Major Albert Warner, is scheduled for May 24, at the Hotel Astoria.

Skouras said he hopes to make the picture in both Cinemascope and conventional forms and added “with the aid of the Variety Club Foundation we hope to be able to exhibit this film in all the theaters of the U.S.”

The script for this Variety Club Foundation motion picture is in preparation. Production will be started shortly at the 20th Century-Fox studio in California. It will be ready for release in early fall.

Hyman on Boost Attendance Trip

Boost attendance plans of American Broadcasting - Paramount Theatres affiliated circuits will be explored by Edward Hyman, AB-PT vice-president, on a nine-day trip to Chicago, Minneapolis and Des Moines.

Hyman will leave here today for Chicago, his first stop-over.

The boost attendance project will be one of the topics discussed between Hyman and officials of Balaban & Katz, Minnesota Amusement Corp. and Tri-State Theatres, all AB-PT affiliates.

UA London Meet To Start Today

From THE DAILY Bureau

LONDON, May 2 — The first world-wide series of foreign sales conventions in United Artists’ history will be launched here tomorrow with more than 150 UA executives and representatives on hand for the conferences that will map what is claimed to be the most extensive overseas distribution program since the founding of the company in 1919.

Arnold M. Picker, vice-president in charge of foreign distribution, is presiding over the seven-day session in the Savoy Hotel here.

Krim the Keynote

The keynote address to sales and promotion officials from Europe, the Near East and South Africa will be delivered by president Arthur B. Krim, with vice president Max E. Youngstein also participating in the meetings, detailing the international phase of United Artists’ “Blueprint for Tomorrow.”

The gathering in the British capital will be followed by conferences in Tokyo and Rio de Janeiro this summer.

Smadja, Lober to Attend

Charles Smadja, vice president in charge of European production for UA, and Louis Lober, general manager of the foreign department, are among the home office and overseas executives taking part in the London sessions.

Harman Speaker At UJA Luncheon

Abraham Harman, consul general of Israel here, will be the guest speaker at the annual luncheon of the Motion Picture and Amusement Division of the United Jewish Appeal of Greater New York, it was announced by Adolph Schimmel, vice-president and general counsel of Universal Pictures, chairman of the division.

The event, which will honor Major Albert Warner, is scheduled for May 24, at the Hotel Astoria.

Skouras announced that the industry has completed its mobilization of the various committees to guide the division’s 1955 UJA campaign.

The steering committee is made up of Barney Balaban, Robert S. Benjamin, Harry Brandt, Jack Cohn, Simon H. Fabian, Herman Robbins, Samuel Rosen, Samuel Schneider and Spyros P. Skouras.

This is CHARLEY O’LEARY

He had nothing to lose but his life... so he joined THE MAN FROM LARAMIE

WALLACE FORD as CHARLEY O’LEARY

James Stewart in "The Man From Laramie" co-starring Arthur Kennedy, Donald Crisp, Cathy O’Donnell, Alex Nicol and Alene MacMahan with Wallace Ford - Screen Play by Philip Yordan and Frank Burt based upon the Saturday Evening Post story by Thomas T. Flynn - Directed by Anthony Mann • A Columbia Picture • A William Goetz Production in Cinemascope Color by Technicolor
**Reviews**

**"Hell's Island"**
(Pine-Thomas—Paramount)

PLATE-THOMAS' VistaVision production of "Hell's Island," photographed in color by Technicolor, combines a variety of ingredients—suspense, violent action, and torrid romance, in a moderate melodramatic offering which all should find acceptable. The principal players in this story about their murder and love are John Payne, who portrays a hard-fisted, free-swinging lawyer who is carrying a torch for the beautiful Mary Murphy, a dame disliked by her neighbors, with Francis L. Sullivan expertly portraying the quiet, ruthless international conman.

Sullivan retains Payne in a search for a mysterious ruby and sends the muscular attorney to the Caribbean port of Puerto Rosario to begin the search. Payne, after learning that his former love, for whom he is still grieving, is the wife of a convicted murderer, is shortly involved in three murders himself with all of the clues to the killer pointing at Miss Murphy.

Double crosses fly fast and furiously between Sullivan, Payne and Miss Murphy, who has all too little on her conscience. Payne turns to the truth; on a penal island, where Miss Murphy had sent him in an attempt to free her husband, his former love all along has strung him on and used him to secure for herself the ruby and money. Payne also learns that Miss Murphy had been instrumental in the three murders. After finding the ruby, Sullivan demands it for himself and in a action-packed climax, in which Payne is wounded and Sullivan is killed, the ruby is turned over to the police, along with Miss Murphy. Payne leaves Puerto Rosario, battered, beaten in spirit and mind, and without money in an effort to forget Miss Murphy.

Others in the cast, ably supporting the principals, are Eduardo Noriega, Jack Kelly, Walter Reed, Paul Picerni and Pepe Hern. The late William H. Pine and William C. Thomas produced and Phil Karlson directed this story written for the screen by Maxwell Shane.

Running time, 84 minutes. Adult classification. Release, in May.

**JESTER DIONOFF**

**"Abbott and Costello Meet the Mummy"**
(Universal)

PATRONS who like the team of Abbott and Costello should find their latest picture hilarious; those who don't, won't. It is typical of their established formula, and the box-office results should be as just as predictable.

This time the boys are in Egypt, hoping to make their way back to the U.S. as custodians of the mummy of Kharsi discovered by an archaeologist, who brings them. Their aim is to keep the mummy for different reasons. One is a group of Egyptians who worship the mummy and kill the archaeologist, and the other, some thieves led by Marie Windsor who wants the sacred medallion worn by the mummy that indicates the location of a treasure-filled tomb.

Abbott and Costello become involved when they discover the medallion and Costello swallows it. A merry chase is on and before you can say "slapstick," everybody concerned is at the temple of the Egyptians for different reasons. The climax finds three mummies prancing around, the real one, one of Miss Windsor's henchmen and Abbott. It's the funnest bit in the picture.

And a few extra selling points are in this film are the Chandra-Kaly dancers who perform some rituals, and Peggy King, singer on the George Gobel television show, who sings "You Came a Long Way from St. Louis." The pictures are their best production numbers yet and they prove a very good pace.

The picture was produced by Howard Christie, directed by Charles Lamont and written by John Grant from a story by Lee Loeb. They've surrounded the boys with situations the Abbott and Costello fans should relish.

Running time, 79 minutes. General classification. For release in June.

**Cinema Lodge Golf Tournament June 9**

The fourth annual film industry golf tournament, sponsored by New York's Cinema Lodge of B'nai Brith, will be held at the Vernon Hills Country Club on Tuesday, June 9. Max E. Youngstein, president of Cinema Lodge, announced.

Sponsorship by Cinema Lodge of the tournament was undertaken four years ago to provide an opportunity for entertainment industry representatives to get together annually for a day of sport and good fellowship. The first three tournaments held at the Vernon Hills Club have been outstanding events, Youngstein pointed out, and he promised that no effort would be spared to make the fourth tournament a record-breaking event.

Last year, more than 75 entertainment industry companies and individuals donated the prizes which were awarded to the winners in each foursome. A banquet will follow.

**Gig Young to Host 'Warner Presents'**


"Warner Bros. Presents" will go on the airwaves on Sept. 13 and will be seen from 7:30 to 8:30 P.M. (EDT) for 39 consecutive weeks. Each of the two-hour features in the series will be based upon three Warner Bros. motion picture productions, "Casablanca," "Kings Row" and "Gypsy.

**New AA Office**

PITTSBURGH, May 2 — Allied Artists' Pittsburgh office opened at a new location today at 1709 Boulevard of the Allies.

A. I. Weiner is manager of the exchange.

**NCA Meet**

(Continued from page 1)

PICKET Daily reporter that "Allied is too small to undertake a campaign such as this.

Any announcement today would be premature. We are slowly and carefully considering plans to take whatever action is necessary if the New York conference fails of results. We will do nothing or say nothing now that will rob the combination, which we know is inevitable."

Speaking at the convention luncheon, Myers told NCA members that "We have plenty of friends on Capitol Hill," but he declined to name any of them. "I want to point out that Herbert H. Humphrey (DFL, Minn.), whose name was smoked out by the trade press."

Rube Shor, National Allied president, also declined to discuss a strategy, explaining that the actual decision upon the timing of the bill is "up to government regulations," of the SEC. "It was left up to me to do it right away," Shor said, "I wouldn't wait." Shor opened a special session, attended by approximately 200 members, was a brief and quiet affair. Berger spoke briefly, explaining that William C. Geighrin, Foth-Fox executive assistant general sales manager, would not attend tomorrow's session as officially scheduled because of "press of business."

Shor, in a brief speech, outlined the history of Allied's plan for Government intervention, the failure of A.L. Lichtmann's round table proposals, and the joint meeting of Allied and TOA recently, the plan of TOA, as being the sponsor of the bill to the top level meeting in New York.

Hope to 'Put Out the Fire'"

"It is hoped at this meeting, through 100 percent representation of distributors, to be able to put out the fire and save the building, short of Government intervention," Shor said. "In the meantime it is the duty of all Allied members and exhibitors to provide that exhibitors could fix what they considered to be a fair and equitable flat film rental."

"This is a matter of the public's own faith in human nature," Myers said Monday. He had more than enough exhibitors signed up, but judging from some of the contracts that I looked at, nobody in exhibition ever paid more than $12.50 for a picture."

**'Pharaohs' to Astor**

"Land of the Pharaohs," Howard Hawks' CinemaScope production for 20th Century-Fox, will begin its New York engagement at the Astor Theater here on May 24th.

Starting May 21, "Land of the Pharaohs" are played by British star Jack Hawkins, Joan Collins, Dewey Martin and Alexis Minnits.
**Overseas**

(Continued from page 1)

be dominated by the product of any one country.

"We are also fully conscious that we have a tough problem to tackle when making our international market. These films must be able to compete on equal terms on the screens of the world particularly so far, for various reasons the American domestic market has not been materially available to us."

Reporting to the correspondents on Rank Organization operations, Davis said that 50 per cent of the company's films now shown in the overseas markets in 96 countries in which its films are distributed.

The equipment company, British Optical and Precision Engineers, has an annual turnover of more than $2,000,000, of which over 30 per cent is from export markets.

Davis said Rank's "Doctor in the House" has grossed more in this country than any film except "Gone With the Wind," and that "The Kidnappers" grossed more on Rank's Odien circuit in Canada than any film since the circuit was established six years ago.

**Ask Dismissal**

(Continued from page 1)

miss the case on the grounds that it is no longer pending.

Defendants claim the pooling agreement objected to by Justice has been terminated.

The court has set Aug. 11 as a tentative date for start of trial in the event the case is not dismissed.

**Cohn Appoints Three Pioneers Committees**

Following the meeting of the board of directors of the Motion Picture Pioneers and the Foundation of the Motion Picture Pioneers, Jack Cohn, president of the organization, appointed three committees—the 1955 M. P. Pioneer Dinner Committee, the Foundation Relief and Assistance committee, and the Contribution committee.

The 1955 dinner committee will select the date and place of the annual Pioneer dinner, choose a dinner chairman, and make up the menu which will be honored as "Pioneer of the Year." It will consist of Cohn, Barney Balaban, William Brandt, Edward Kerwin, Ted Deputet, and Sam Dehnov. J.

The Foundation relief and assistance committee for the coming year will be composed of Marvin Kitsch, John J. O'Connor and William Brandt.

The contribution group consists of Vincent Alioto, Sam Rosen and George Dembrow.

**‘Ridge’ Bows at Paris**

"Heartbreak Ridge" will have its America, premiere tomorrow evening at the Paris Theatre here for invited members of the Overseas Press Club.

**Television—Radio**

with Pinky Herman

AFTER an absence of several years, smiling Jack CBSmith returns to New York from the Coast where he starred in his own musical series and later emceed "Place the Face." Smith will emcee the audience-participation show, "Welcome Travelers" which moves East from Chicago and is known as "Next to Last Call." Ted Quigley is exec producer, with Art Stark and former screen star Freddie Bartholomew, producer and director, respectively. Cambridge Productions of Miami, Fla., will set up a new organization which will finance independent production of theatrical, TV and recording enterprises. The firm represents a group which includes Robert J. MacGowan, Los Angeles attorney and head of Orbit Records, Tom Ronrke, Texas oil man, J. L. Nisbett and Ted Edwards, executive producer and associated prod. of Cambridge Productions, respectively. Next month's issue of Cosmopolitan magazine will carry a well-written profile on Jack Lescoulie, titled "The Boy with the $100,000 Smile," by Richard Gehmann.

Dave Ruden, the Malden (Mass.) phenom who used to travel with the Malachy Theatre and appeared yesterday to tell us that Tony Marvin's stint at the Latin Quarter in the hub over the week-end was a showstopper. Dave wonders, as we do, howcome recording execs don't grab Tony's warbling talent. "Ray... Retired after several years as a top hillbilly artist, Al Coombs has built the A-Bar-C in Cassville, N. J. (near Lakewood) which will open Sunday May 22, and with Ted Deputet and country music which will be aired Sundays via WTTM in Trenton... Ernie Kovacs will ABCome a 9:30 to 9:00 ayem series of platter-chatter programs end of this month. A movie that is a nabe theatre where he'd taken his youngster to see (for the third time) Walt Disney's "20,000 Leagues Under the Sea," Ted Lloyd found a parking slot appearing before the 85-year-old Judge Alexander Strachan, father of M CA's Sandy Strachan. Ted paid the fine and was so impressed with his honor's keen wit, also wants to interest the judge in a permanent TV panel spot.

Vivacious Eileen Barton, who will be featured for the third time within two years on Ed CBSullivan's "Toast of the Town" this coming Sunday, may be signed to star in a forthcoming Broadway musical. The talented chanteuse should be featured playing the lead in a television version of "The Fantasticks." Eileen has been named musical director of WOR and WORTV by Gordon Gray, gen. mgr. of the New York outlets... Governor Frank G. Clement of Tennessee will present the Ralph Peer Award to Tennessee Ernie Ford in Hollywood, May 13. . . . David Lowe, who moved into TV from Broadway where he produced several successful vehicles including "Locally Me," "Portrait in Black" and "The Enchanted," has been named director of programs at WABD by general manager Ted Cott... Charming Helen Barton, who was seen in several "Studio One" and Robert Montgomery TV'ers and for the past year, was featured on Bob Hope's "D and D" Daily programs, sails for England tomorrow where she'll make several guest spots over BBC.

Eileen Barton

Bill Bendix's NBC-TVVehicle, "Life of Riley" has been signed for another 52 weeks as one of the network's most successful series. The hour-long comedy is sponsored by the series... Bill Lawrence, former motion picture producer at Republic, Paramount and Columbia Pictures and for the past two years producer-director with Bob Hope, has been brought East by Ted Sisson to become manager of programs and production for the NBC-TV film division. Look for Marion Marlowe to star in her own TV program some time in the fall. Her bookings till the end of this year already total more than $26,000... New York City TV Viewers are fed 18 MCA-TV Film Syndication telecasts weekly, a very fine local sales effort by Aaron Beckwith's pitchmen.

**Fight Film**

(Continued from page 1)

with local papers packing up the announcement of the local theatres carrying the series. The TNT president further disclosed that more than 32 out of 50 mobile large-screen TV units already have been rented. Among those contracting for TNT's mobile equipment, he added, are such circuits as Loew's, RKO Theatres, Stanley Warner, Comerford and the Jefferson Amusement Corp.

Meanwhile, Loew's State, the only theatre in the Times Square area here carrying the event, has begun selling advance tickets by phone to be telecast from San Francisco's Kezar Stadium. A fight poster in the Loew's State lobby puts the admission price for all seats at $4.50, including tax. Patrons are invited to come as early as 8:45 P.M. (EDT) to see the regular feature as well as the exclusive fight telecast, which begins at 11:00 P.M. (EDT).

**Challenge Mass.**

(Continued from page 1)

Edward A. Cogillan, Jr., reserved judgment on the attorney's petition for a writ of certiorari to "correct substantial errors of law" in the State Commissioners of Public Safety's refusal to grant approval for Sunday exhibition of "One Summer of Happiness" and "The Game of Love."

In his original petition for certiorari, Bigrey contended that the statute in question, which requires that the State Commissioners of Public Safety pass on whether "public entertainments..." are "in keeping with the character of the Lord's Day and consistent with the observance of it," is in contravention of the First and Fourteenth Amendments to the U. S. Constitution in subjecting the film company's rights of free speech and press to "arbitrary and capricious action.

"There are a few other Massachusetts cities which can license a film for Sunday showing without prior state approval."

The Boston "Herald" editorially hailed the court action as "a beginning" toward ending "all major (censorship) restraints on moving picture producers and distributors."

**Rowland Buys Story**

HOLLYWOOD, May 2—Roy Rowland has acquired full rights to an original Aaleen Leslie called "My Adorable," based on the life of Andrew Jackson's wife, Rachel. The director is set for conferences with Dore Schary, M-G-M production chief, regarding the possibility of his starring Barbara Stanwyck.

**M itchell May, Jr. CO. INC.**

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Finest food in flight! Mealtime means a de luxe dinner. And any time, enjoy your favorite drink, delicious snacks or tempting canapes from TWA’s galley — all at no extra cost.
Unique Project
Work of V. C.
In Nation to Be Filmed by Int'l
All Club Cities Included;
Camera Crew Off Mon.

From THE DAILY Bureau
HOLLYWOOD, May 3.—George Hoover, international chief banker of Variety Clubs International, today disclosed a far-reaching project headed by Ralph Straub, long-time producer of "Hollywood Snapshots," who will take to the road Monday with a camera crew in a specially-equipped Chrysler station wagon to tour all Variety Club cities and photograph in 35mm Eastman Color their individual charity accomplishments. Footage made during the three-month tour will be assembled into a feature-length documentary film distributed, by present plan, by all major distributing companies, probably on a rotating basis, with the profits going to VCL.

Tomorrow's opening sessions of
(Continued on page 4)

Bankers Like
TESMA Plan

Special to THE DAILY
COLUMBUS, O., May 3.—The Ohio Bankers' Association will approve the Theatre Equipment and Supply Manufacturers Association's plan of "three per cent off the top" if this money is covered by escrow agreements, Robert A. Wilke, executive secretary of Independent Theatre Owners of Ohio, states in a bulletin to ITOO members.
The TESMA plan is to take three per cent off the top of any picture on a percentage engagement for capital reserves to permit refurbishing of
(Continued on page 5)

"Daddy Long Legs" Premiere Tomorrow
A celebrity-studded capacity audience is expected to attend the March of Dimes benefit engagement of 20th-Century-Fox's CinemaScope production of "Daddy Long Legs" at the Roxy Theatre here tomorrow evening. It will be broadcast over radio and television.
The world bow of the wide-screen
(Continued on page 5)

Universal Increases
Advertising Budget
By $1,000,000

Climaxing more than a week of meetings in New York of Universal-International's West Coast and East Coast advertising and publicity executives on promotion plans for the lineup of pictures scheduled for release during the summer and fall, David A. Lipton, vice-president of Universal Pictures, yesterday announced an increase of $1,000,000 in the advertising and publicity budget for the current fiscal year ending Oct. 31, to give the company the largest promotional budget in its history, it was announced.
The decision to raise by $1,000,000 the current advertising, publicity and promotion expenditures, according to Lipton, results from the fact that "never before has Universal had for steady release a group of such outstanding pictures with top star values, important story properties and so vast
(Continued on page 4)

Arkansas Exhibitors
Elect Jas. Carbery;
Martin Is Keynoter

Special to THE DAILY
LITTLE ROCK, May 3.—New officers of the Independent Theatre Owners of Arkansas elected at the 60th annual convention are James Carbery, president, Little Rock; Fred Brown, secretary-treasurer, Fort Smith; assistant secretary-treasurer, Donna White, Little Rock; chairman of the board, K. K. King, Searcy, retiring president. Six district vice-presidents were also named plus the board of directors of eight, Carbery and Brown.
(Continued on page 2)

MG M Releasing Five
In July-August

M-G-M will release five pictures, one of which includes a reprint, from July 1 to the end of August, the company announced yesterday. This will make a total of 18 pictures for the first eight months of the current year.
For July, M-G-M will have three pictures: namely, "Intrigued Melody," which opens a pre-release Amer-
(Continued on page 4)

Little Optimism
Berger, Shor
Glum Anent
May 24 Meet

Allied-TOA Group Slates
"Strategy" Talks May 23

MINNEAPOLIS, May 3.—The forthcoming conference between top-level executives of film distributors and representatives of exhibitor organization would be productive of much good, was a recurring theme at the second and final session of the two-day North Central Allied convention here today.
Although the NCA membership, one of the largest groups to attend a convention in recent years, passed a resolution labelling the May 24 meeting a "matter of utmost urgency" and appealed to the film company executive
(Continued on page 4)

20 from Rep.
In 20 Weeks

Apparently dispelling reports that Republic is planning to devote its full attention to television film production, Richard W. Altschuler, director of world-wide sales, yesterday announced a "time release schedule covering 20 pictures to be made available" during the next 20-week period. A regular release schedule of one picture a week was announced by Altschuler who said that Republic had been engaged in the heaviest produc-
(Continued on page 5)

TNT and IATSE
In One-Year Pact

The first nationwide labor agreement covering employes in the closed-circuit television industry has been concluded between Theatre Network Television, Inc. and the IATSE, it was announced by Richard F. Walsh,
(Continued on page 4)
Arkansas TO

(Continued from page 1)

Harry Thomas W.C. Continental Mgr.

The appointment of Harry H. Thomas, veteran motion picture sales executive, as western sales manager for J. E. Burnup's Continental Distribution Corp., has been announced by Frank Kassler, Continental president.

Thomas will make his headquarters in Los Angeles and will serve virtually all the Western states. He will take over immediately on the West Coast. His appointment has been described as the first of many changes that will be made in the company's sales operations.

Married since 1938, Thomas and his wife, Helen, have a daughter, June, age 13. He is a graduate of the University of Southern California. Before joining Continental, he was manager of the company's California office for 14 years, a manager of the Chicago office, and before that, sales manager for the company's eastern division. He also has sales experience in the Eastern states. He is a member of the California Motion Picture Association.

S. G. Engel President Of Producers Guild

HOLLYWOOD, May 3—S. G. Engel, last week was elected president of the Screen Producers Guild, succeeding Arthur Freed. Other officers named were: Buddy Adler, first vice-president; Walter Mirisch, second vice-president; Louise Edelman, third vice-president; Julian Blaustein, treasurer; Jack Hobbe, secretary; and Robert Arthur, assistant treasurer.

‘U’ Preferred Dividend

The board of directors of Universal Pictures has recommended an increase in the company’s quarterly dividend of $1.0625 per share on the 4½ per cent cumulative preferred stock. The dividend, which is payable June 1, to stockholders of record on May 15.

RCA Reveals First Quarter Net Sets Mark

Sales and earnings of the Radio Corp. of America in the first quarter of 1955 were the highest of any similar period in the history of the corporation. Elbert C. Gary, chairman of the board, announced yesterday at the 30th annual meeting of RCA stockholders here.

In the closing three months of this year, Sarnoff said, “RCA products and services sold have amounted to $255,000,000 more than in the first quarter of last year; indeed, this is the most successful first quarter sales period since the corporation was founded 31 years ago.

Net Is $12,568,000

‘Profits, before Federal taxes, amounted to $25,085,000. After providing $12,517,000 for taxes, the net profit for the quarter amounted to $12,568,000. This is an increase of 25 per cent over the profits earned in the first quarter of last year.

After preferred dividends, the common stock earned 84 cents a share compared with 66 cents in the first quarter of last year.

Looking ahead, General Sarnoff said that RCA foresees a good volume of business for the year 1955 as a whole. He added:

We all know from experience, however, that it is not possible to use the results of the first quarter period as the yardstick for the remainder of the year. Nevertheless, based upon the annual progress and rate of our growth in product sales, we hope this year that RCA will, for the first time in its history, achieve the stature of a billion dollar corporation. Of course, our sights are set high and the target for 1955 is one billion dollars in sales of products and services.

TV Accounts for 52%

Television in its numerous phases, such as manufacturing, telecasting and servicing, accounts for about 52 per cent of RCA’s business, General Sarnoff said.

General Sarnoff said that he firmly believes color television will “break through” and be well under way before Christmas of the present year.

MOTION PICTURE DAILY Wednesday, May 4, 1955

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If you were a producer and wanted to make a story of real people, of a dime-a-dance girl who rose to the Ziegfeld Follies and Hollywood stardom, of a strange love story in lurid, mob-ruled Chicago days—you’d pick the life-inspired story of song-star Ruth Etting. M-G-M picked it and it’s a winner!

“Love letters to M-G-M’s ‘Love Me Or Leave Me’ a Doris Day-Dream”—WALTER WINCHELL

DORIS DAY RUTH ETTING JAMES CAGNEY

“LOVE ME OR LEAVE ME”

In CINEMASCOPE and COLOR From M-G-M

Co-starring CAMERON MITCHELL with ROBERT KEITH • TOM TULLY
Screen Play by DANIEL FUCHS and ISOBEL LENNART • Story by DANIEL FUCHS • Photographed in EASTMAN COLOR
Directed by CHARLES VIDOR • Produced by JOE PASTERNAK

She was a dime-a-dance girl when “The Gimp”, a Chicago Big Shot, first saw her and claimed her.
**National Pre-Selling**

"LIFE" has published a counterpart in the magazine field to the Todd-AO process for theatres in a picture story appearing in their May 2 issue, on Rodgers and Hammerstein's "The Sound of Music." The front cover and seven attractive full-color pages are devoted to this new production which was shot simultaneously in CinemaScope and VistaVision areas not covered by Todd-AO equipped theatres.

"Life" reports, "Though the big scenes are overpowering when seen on a huge new curved Todd-AO screen, the spectator nevertheless has a feeling he is in the middle of all the bustle."

John O'Hara reports in the current issue of "Collier's" that both James Cagney and Doris Day gave splendid performances in the Ruth Etting story, M-G-M's "Love Me or Leave Me." O'Hara also says that he will write the script for the 20th Century-Fox musical based on the careers of the song writing team of De Sylva, Brown and Henderson.

Marlon Brando, star of Samuel Goldwyn's "Guys and Dolls," is on the full-color cover from "Look" current issue. In the same issue is a profile of the Academy Award winning star which details his career from a "Streetcar Named Desire," to "Guys and Dolls." The profile opens on an editorial spread and continues on other pages. Joseph Mankiewicz, director of "Guys and Dolls," says, "I like and respect Marlon, tremendously. I think he is a bright, serious young man, and infinitely superior to the people who comment on him."

A striking color ad on Columbia's "Three for the Show" appears in the May issue of "Seventeen." In the same issue are biographical reviews of "Marty," "East of Eden," and "Tight Spot."

"Woman's Home Companion's" May issue recommends "The End of the Affair," "Blackboard Jungle" and "Day of Triumph" in their "Companion" family-approved movies department.

Louella Parsons has selected for the May issue of "Cosmopolitan" her choices of the four outstanding pictures of the month, namely, "Marty," most off-beat film; "Blackboard Jungle" next; "A Man Called Peter," best production; and "Tight Spot," best melodrama.

"The Glass Slipper" has been selected the picture of the month for May by "Coronet." This magazine's reviewer reports, "M-G-M has wisely reunited the beautiful director, writer and producer of last year's "Lili" and emerged with another winner in "The Glass Slipper.""

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**Berger, Shor Pessimistic**

The first global series of foreign sales conventions in United Artists history got under way in London yesterday with Arnold M. Picker (standing), vice-president in charge of foreign distribution, presiding at the gathering of company representatives from England, Continental Europe, the Middle East and Africa. Company executives seated on the dias are (left to right): Mo Rothman, Continental division; Charles Smadja, vice-president in charge of European production; vice-president Max E. Youngstein; president Arthur B. Krim; Louis Leb as general manager of the foreign department; Montague C. Morton, managing director in Great Britain, and William J. Smith, secretary of United Artists Corp., Ltd.

違反音楽的影響、支持、裁判所、裁判の結果、裁判を中止する。（日本語）

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**TNT and IATSE**

IATSE president, and Nathan L. Halpern, TNT president, following several months of negotiations, a one-year contract has been signed by the company and the union. It covers operations in all localities in the United States and Canada where TNT televisions closed-circuit programs.

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**Set Gordon Griffith**


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**Variety Clubs Int'l**

Variety Clubs International convention here will be devoted to business, with a fashion show in the Coconut Grove for the ladies in the afternoon. Heart and Humanitarian Awards are not to be announced until Saturday evening, by the present plan.

Gov. Goodwin J. Knight today welcomed VCI to California, declaring: "In your service to undereprivileged and other unfortunate young people you are rendering a patriotic as well as a splendid humanitarian service. Through programs such as those of VCI boys and girls are given guidance, inspiration and incentive to become constructive, responsible citizens, the work of VCI is effective in reducing of juvenile delinquency."
fully charming romance with Leslie Caron and Fred Astaire starring as the wait and the millionaire playboy, respectively. Despite Miss Caron's fast transition from a French orangutan to a chic, sophisticated counterpart, critics are on the fence about the stage setting. Webster story still tugs at the heart. The dance numbers staged by Astaire and the balletts staged by France's Roland Petit are immensely exhilarating and joyful along with Johnny Mercer's and Alex North's musical numbers.

This CinemaScope musical is one of the best of Astaire's career in motion pictures: the graceful master of the dance still retains his freshness and newness. This is not to belittle the terrific songs. The color by De Luxe production is generous in its song, dance and production numbers with the principals gracefully breaking into them at almost every turn. The color is not overdone by any means; the principals' portrayal is of great interest. They are intriguingly rich enough to be box office factors in their own right.

The story runs along smoothly. Astaire, while on a State Department mission, sees Miss Caron at an orphanage near Paris after his car breaks down. He is attracted to the pixie-type waif and through the U.S. Ambassador, anonymously arranges for her entry into the U.S. and her enrollment at a girl's school. Miss Caron dashes her unseen daughter as Dadlong Legs and writes him of her progress in school. Astaire reads his correspondence to "Daddy" and is more attracted. He finally arranges to visit her at the college.

The meeting between the principals is capped by a big song and dancefest in which Astaire and Miss Caron do an exhibition number at the college dance. Miss Caron is smitten with Astaire, not as her benefactor, but as the mature man-about-town. Complications arise in the form of her schoolmates' brother who gives her a big rush. Miss Caron writes once more to Dadlong Legs asking advice in her affair of the heart. After a series of misunderstandings between Miss Caron and Astaire, they meet again, with their problem solved. "Daddy" suits the bill. He runs into his arms and Astaire asks for her hand in marriage, giving the picture a happy ending.

The supporting roles are engagingly filled by Fred Clark, who contributes considerably to his characterization in his role as the director. It is a classic role for the director who portrays the minister's secretary humorously and warmly, who is Miss Caron's hidden brother, and Terry Moore, who is Miss Caron's school chum. Others in the cast also turn in further performances, such as Charlotte Austin, Larry Keating, Kathryn Givney, Kelly Brown, Miss Shae and Ray Anthony's Orchestra men who portray themselves.

The CinemaScope musical was produced expertly by Samuel G. Engel and directed by Jean Negulesco from a screenplay by Plaebbe and Harry Ephron.

Running time, 126 minutes. General classification. For release in May.

LESTER DINOFF

Johnson Will Start Discussions on New French Agreements

Preliminary negotiations for a new French film pact will be inaugurated shortly in Paris with President Charles de Gaulle, joint president of the Motion Picture Export Association, who will be there to explore the possibility of new French activities. Mr. Johnson, on the eve of his departure, said he will first visit the Cannes Film Festival, then travel by sea, and then proceed to Paris to inaugurate the negotiations. While in Paris, he said he will confer with French officials, preparing for the resumption of the new French pact to replace the current agreement which expires at the end of June.

Mr. Johnson said he also expects to stop over in London and perhaps other European capitals, depending on the situation in various countries.

Comments on Germany

Commenting on Germany, MPEA representatives here termed the situation "confusing." Other American film company representatives expressed concern on the West Germany government's increasing protectionist attitude.

In Geneva, Bonn government representatives are seeking abrogation of the GATT agreement which promises re-entry of German films on the screen quota restricting more than 27 per cent for German-made films. The agreement also promised that if the German Government ever did put on a screen quota it would not at the same time be allowed to restrict.

One foreign manager here also expressed concern over what he called the Bonn Government's growing "belligerence." He said German producers have threatened a stiff dubbing tax on all film imports into Germany if the GATT pact is not abrogated.

The Geneva talks, he continued, are being watched closely but, according to a MPEA representative, no decision is to be reached there for some time.

Brillant Joins Compo For Audience Poll

Robert W. Cocye, special counsel of COMPO, announced yesterday that Curtis M. Brillant has been added to the COMPO staff to assist in the preparation for the audience opinion polls that will be used in connection with the forthcoming national audience award poll. Brillant will work under the direction of Mr. Cocye, general counsel, COMPO information director.

Brillant served for 12 years as manager of the special publicity section of the department of RKO Radio Pictures under S. Barret McCormick. Since leaving RKO, he has engaged in public relations and special campaigns for the Chrysler Corporation and others.

VC Delegates to See 'Daddy Long Legs'

LOS ANGELES, May 3—Exhibitors of Arthur's representing several of the major theatres in all parts of the country will be at the 20th Century-Fox theatres in Los Angeles to view "Daddy Long Legs" in Cinemascope at Grauman's Chinese Theatre here tomorrow evening, it has been announced.

The film company has arranged to bring more than 200 theatre owners to a matinee engagement at the Variety Clubs International convention, and their wives to the premiere which will be followed by a banquet at the Sheraton Hotel, then to the St. John Hospital Foundation of Los Angeles.

The exhibitors converge gets underway Wednesday morning at the Ambassdor Hotel with George Hoover, international chief banker, presiding, and things will continue through Saturday.

"Command in Chicago"

Paramount's "Strategic Air Command" will offer its Chicago premiere Monday at the Loop Theatre, utilizing horizontal VistaVision projection equipped by 54-foot Raytheon Hillus screen.

"Stranger" Opening

"Stranger on Horseback" will open its first engagement in the New York area at the Loew's Metropolitan Theatre in Brooklyn here today.

"Daddy Long Legs" musical marks the first major entertainment event to be sponsored by the polio-fighting group, and the success of the Salk vaccine was announced.

Seyros P. Skouras, president of 20th-Fox, is donating all proceeds to the March of Dimes national campaign, where the raise range $900,000, which has been earmarked for manufacture of the vaccine.

Stars of the entertainment world from Hollywood and New York will attend the affair. Among the notable guests will be Mr. and Mrs. Daniel Salk, parents of the discoverer of the new polio vaccine, Marilyn Monroe, Marlon Brando, George C. Scott, and many others.

Providing a musical salute outside the Roxy Theatre will be the First Army Band.

Selling

ALL ASSETS

Including: Name, Trade Mark, small tax loss.

PICTURAMA CORPORATION

Box 52, Motion Picture Daily 1270 Sixth Ave., New York 20

"Daddy Long Legs" (Continued from page 1)

"Daddy Long Legs" (Continued from page 1)

"Daddy Long Legs" (Continued from page 1)
Consider the star. The color negative captures her at her brilliant loveliest. Here, time for processing the film is a minor consideration. But in release prints she must be "re-born" in all her original beauty, again and again, at money-making speed.

To do this—faster—calls for meticulous attention to printing and processing ... for color printing control systems, for example, that not only provide exposures at rates up to 200 fpm, but take care of scene-to-scene variations in negative density and in color balance.

Problems such as this are being solved by the industry. As a means of co-operating in all areas—especially in film selection, film processing and projection—Kodak maintains the Eastman Technical Service for Motion Picture Film. Branches at strategic centers. Inquiries invited.

Address: Motion Picture Film Department

EASTMAN KODAK COMPANY
Rochester 4, N. Y.

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

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

Midwest Division
137 North Wabash Avenue, Chicago 2, Illinois
Shor, Myers Heard

‘Survival’ Is Meet-Themed of Iowa-Neb. ITO

Gehring Sends ‘Regrets’; Hits Gov’t Control Move

DES MOINES, May 4.—A “fight for survival” was described as the keynote of the three-day convention of Allied Independent Theatre Owners of Iowa-Nebraska which opened here today at the Hotel Savery. Speaking the warning was Leo Wolcott, of Eldora, Allied board chairman.

A scheduled speaker who sent his regrets was William C. Gehring, executive assistant general sales manager of 20th Century-Fox whose letter stated that he disapproves of Federal regulation and felt obliged to stay away from meetings which endorse this stand. He said that he favors “harmony within the industry” (Continued on page 4)

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hillside Plea

Here May 19

THE Circuit Court of Appeals will hear arguments on the appeal of the Hillside case on May 19. The Hillside Amusement Co., Hillside, N. J., operating the Mayfair Theatre there, had filed suit against the major companies claiming that it had been charged higher film rentals than those asked of Stanley Warner houses. The plaintiffs charged that the Robinson-Patman Act, which prohibits price discrimination on commodities, had been violated by the defendants.

The plaintiff’s suit was dismissed in a lower court and an appeal was taken last year.

Says Five New Films
Are ‘Objectiveless’

Five new releases were added to the National Legion of Decency’s Class B listing this week. The classification includes pictures deemed to be “morally objectionable in part for all”.

The pictures and the Legion’s reasons for so classifying them are:

* “Kiss Me Deadly,” United Artists — “tends to glorify taking the law into” (Continued on page 5)

Pickler Says 40%
Of UA Revenue
Now from Overseas

From THE DAILY Bureau

LONDON, May 4.—Forty per cent of Union Artists’ global revenue now comes from the foreign market, it was disclosed here today by Arnold M. Pickler, vice-president in charge of foreign distribution, as he addressed 150 executives and representatives at the Savoy Hotel for the second session of the joint session of the Union Artists internal conference.

In underscoring the increasing importance of the foreign market, Pickler described the expansion of the company’s overseas operations since the Arthur Krim management group took over control early in 1951.

During that period, foreign department personnel increased from 755 to 1,092. New branches activated over the past four years raised the number of overseas offices from 55 to 67. Pickler also pointed out that the number of films distributed to service for exhibitors had risen from 1,800 in 1951 to more than twice that figure—3,800—in 1954.

The UA overseas distribution chief predicted that, with the concentration (Continued on page 4)

Alden Named Head
Of Int’l Projector

From THE DAILY BLOOMFIELD, N. J., May 4—John L. Alden has been named president of International Projector Corp., it was announced yesterday. Alden, formerly in charge of patent licensing for Western Electric Co., Inc., for the past five years, succeeds R. B. Tompkins, Rear Admiral, U.S.N. (ret.).

Alden had been associated with Western Electric since 1926, during which time he held supervisory positions at the company’s New York, Chicago and Kearny plants. Prior to holding this post, he was manager of the telephone equipment division at Kearny.

Schlesinger to Make
TV Films in Africa

Expansion of the Schlesinger organization in South Africa into commercial television was described here yesterday by John Schlesinger, chairman, who with his associate, A. E. Horowitz, has been in Hollywood and New York for the past four weeks.

Schlesinger said that he has completed arrangements for the production in South Africa of a series of half-hour films for television exhibition in the United States. The films will be directed by Jerrys Mayer, will star

Forewarned Is Forearmed

The “New York Times,” a vigorous champion of freedom of expression in all media, in an editorial yesterday had this to say about New York State legislation on comic books:

The Governor resolved his doubts on the bills to regulate comic books by signing two and vetoing two. The unconcealed vigilantes still invisible in these books, even after the vaunted self-censorship of the industry, invited state measures to protect youth that would never have been condemned save in the face of such a right of the public to print . . .

Acquiescence by “The Times” to the regulatory measure appears as a departure from policy occasioned by the increasing seriousness of the problem of juvenile delinquency.

1st Response to Be Made
Public

Fora. Says NO TO
CONFERENCE BID

Balaban Objects to Discussion of Individual
Company Policies at Proposed May 24 Meet

By MURRAY HOROWITZ

Paramount Pictures has rejected the joint exhibition bid to attend the proposed May 24 round-table industry conference, Barney Balaban, president, disclosed here yesterday.

Balaban’s announcement, in answer to a query as to Paramount’s intentions, was the first official response of any of the film companies to be made public. All company presidents—had been invited by Allied States Association and Theatre Owners of America to attend the proposed conference.

In his answer to the Allied-TOA bid, Balaban said his rejection followed a “subject” sought to be discussed by exhibition leaders, apparently referring to Allied and TOA statements urging a round-table discussion of film rental terms and other trade practices.

Balaban, expressing regrets he could not accept the invitation, went on to say that it was clear by the statements made by exhibition leaders that subjects proposed for the conference

New Allied
Unit in Ky.

From THE DAILY LOUISVILLE, Ky., May 4.—A new exhibitor organization which will be affiliated with Allied States Association is in the process of being formed here. An initial meeting will be held here on May 17.

Representatives of national Allied are reported to be planning to attend. Among them are Ruben Shor, president; Al Original; Myers, the general counsel; Truman Redus and Bill

Decca Quarterly

Net Rises 28%

The consolidated net earnings of Decca, Inc., for the three months ended March 31, 1955, including the company’s share of undistributed earnings of its subsidiary, Universal Pictures, amounted to $816,339, equal to 50 cents per share on 1,602,501 outstanding

(Continued on page 4)
Boston Mayor OK's 'Toned Down' Line

BOSTON, May 4.—Following a special screening of the "toned-down" version of RKO's "French Line" before the Commissioner of Public Welfare, Mayor Fane and other public officials, the mayor cleared the film for showing in Boston matinees starting tomorrow in the Jane Russell dance sequence with long shots used instead of the closings in the original version.

Attorneys for RKO, Halic & Doro of Boston, have not as yet heard whether the toned-down version is acceptable to Commissioner of Safety Otto M. Whitney, whose opinion is expected within a day or two. The mayor has decided that the showing of the original film in his city was not present at the screening, although he was mentioned as a defendant in the suit by RKO. Should the latter two defendants go along with the new version of "French Line" it will clear up the Sunday showings in the community and for showings in the city of Lynn, the case would be completed.

Mass. High Court Hears Censor Case

BOSTON, May 4.—Attorney Felix J. Bilgrey of New York today presented the Commonwealth's objection to the constitutionality of the Sunday "blue law" before the Supreme Judicial Court at Massachusetts on behalf of Times Film Corp.

The court action was based on a petition of censorship brought by Times Film Corp. to prevent thegeneral enactment "slicing the law" in the Commissioner's refusal to approve two foreign films, "One Summer of Happiness" and "The Game of Love" for Sunday exhibition.

Enlarging on the points made in their previously submitted brief, Bilgrey today contended that the "Sunday law" is in contradiction of the first and fourteenth amendments to the United States Constitution.

Bilgrey declared that the statute "should be struck down as it permits the Commissioner (of Public Safety) to judge, his sole judgment, to prescribe orthodoxies. Censorship in any form, he said, "under any name or guise, by war highest, by equal injustice to the highest moral concepts of free men."

Goldwyn Reissuing 'Wuthering Heights'

James A. Mulevey, president of Samuel Goldwyn Productions, Inc., has announced the company's re-release of "Wuthering Heights" in 32 exchange cities through state rights distributors.

The film has completed a three-week test engagement at the Dupont Theatre in Washington. A city engagement was convincingly made by Robert Mohrini, Goldwyn sales vice-president. Already set are the Plaza Theatre, New York; May 1; the United Theatre, New York; May 6-7; the Plaza, Boston; May 9-20; the Maine Theatre in Portland, Maine; the Plaza, New York; May 20-27; and the Plaza, Chicago, May 20-27.

Hit Dodgers Plan For TV Coverage

The Father Duffey Post of the Catholic War Veterans has registered opposition to the Brooklyn Dodgers' proposed adoption of subscription television for the 1956 baseball season, if toll TV becomes a reality, the Committee Against Pay-As-You-See TV has been formed yesterday. The Dodgers president, Walter O'Malley, announced that he envisioned a 50-cent charge for every baseball game telecast into the home, and that next year, providing that the Federal Communications Commission approves toll TV.

Wire Sent O'Malley

In a telegram yesterday to O'Malley, Theodore H. White, president of the Associated Press, stated: "Am amazed to read today that Brooklyn Dodgers games next year will cost 50 cents to see on television. Have you forgotten your loyal Dodger fans among hospitalized veterans in New York area who are unable to afford this charge for entertainment they always received free? What happened to those thousands of letters sent to the Dodgers? Our post hope you will reconsider your decision which sincerely is believed is based on incorrect consideration of toll TV and public service involved."

A television official reportedly estimated that 200,000 fans would see each of the telecasts on subscription television were unseured.

UA to Distribute Title Bout Film

Motion pictures of the heavyweight championship bout between Rocky Marciano and Don Cockell, which takes place on May 16 in San Francisco, will be distributed by United Artists, it was learned here yesterday. The films of the title bout will be produced by the International Boxing Organizing Committee which shows pictures of Marciano's two past title defenses for United Artists distribution.

Allison Joins NTS Kansas City Office

KANSAS CITY, May 4.—W. M. (Bill) Allison, formerly sales manager for National Theatre Supply Co.'s Oklahoma City branch has joined National's sales force here. He started in the industry as a MGM salesman out of the Denver territory and joined NTS in Oklahoma City after his discharge from the U.S. Navy following World War II, although for the last three-and-a-half years he has been city manager for the J. C. Parker circuit in Delbart, Tex.

AA Dividend Set

HOLLYWOOD, May 4.—The Allied Artists board of directors yesterday voted a quarterly dividend of 13 1/2 mills on shares of the company's common stock, a 51 3/4% cumulative convertible preferred stock, payable June 15 to holders of record on June 3.

News Roundup

Safeguard to Pete Smith

Pete Smith, M-G-M producer of the Pete Smith specialties, has received word from the National Safety Council that his uncle, Safe at Home," will be awarded a bronze plaque as "one of the most important contributions to greater safety for the American people produced during 1954." Presenations will made at the National Safety Council film session Oct. 18 in the grand ballroom of the Hilton Hotel. The winning film will be shown at that time.

Montreal Project

Plans for the construction of a huge hotel, stores, office buildings, etc., surrounding the Canadian National Railway station in the heart of Montreal in a multi-million-dollar project by the Canadian Government-owned railroad will include 30 or more theaters.

Building Atlanta Drive-in

Atlanta's largest drive-in theatre is reported to be built on I-20 west of Highway 41, and will ready to open in approximately 45 days. The theatre is being constructed by the Georgia Theatre Co. of Atlanta.

John H. Stembler, president, said the drive-in will have more than 1,000 cars and will have CinemaScope screen 120 feet wide and 70 feet high.

Close Portland House

The Century Theatre, Portland, Ore., has closed. A number of theatre policies and prices were tried, but with only meager results. This takes another 300 seats off the downtown Portland houses.

To Rebuild Drive-in

The Cherokee Drive-in at Jefferson City, Tenn., was almost completely destroyed by a recent tornado, will be rebuilt immediately in time for summer operations.

Hoover in the Chair

As V.C. Meet Opens

HOLLYWOOD, May 4.—George Hoover, international chief bargainer of Variety Clubs International, presided today at two business sessions in which all international officers gave their annual reports. Topics discussed during sessions included participation in the maintenance of the Will Rogers Hospital at Saranac Lake. The Coca-Cola Co. will be host to delegates tomorrow night at the Hollywood Brown. Pepsi-Cola will entertain the registrants on Friday night at the pool side, Ambassador Royal and better refreshment merchandising, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fans; Entered as second-class matter Sept. 21, 1934, 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.
FROM BATTLEMENT TO BOUDOIR . . .
FROM BRAWL TO LOVERS' TRYST

he blazed a reckless path!

Men knew his fury
and women—his lips,
but none knew the name,
or the secret, of the
man who held a
nation at bay!

Universal International presents

TONY CURTIS
COLLEEN MILLER

The life
and loves
of Adventure's
Greatest Rogue!

PRINT BY Technicolor

co-starring

GENE BARRY DAN O'HERLIHY · ANGELA LANSBURY

GEORGE DOLENZ · JOHN HOYT · MYRNA HANSEN

Directed by BRUCE HUMBERSTONE · Screenplay by OSCAR BRODNEY · Produced by HOWARD CHRISTIE

Another Picture With That Universal Appeal!
Iowa-Neb.

(Continued from page 1)

without governmental interference. Wolcott, who said there are too few quitting and that many percentage pictures, warned the 75 exhibitors present that they'll lose their theatres and their future unless they can get their fair share of the profts from the distributors.

Wolcott, in a reporting business for the past year, said the distributors had taken all of the increase which resulted from the tax reduction, leaving nothing for the exhibitors. "It seems to me," he said, "that the distributor is determined to put the theatremen out of business."

Shor Wants Regulation

Other speakers at the first session included Rueh Shor, president of National Allied, who discussed Federal regulation and indicated that he is convinced that Congress can be of help to the exhibitor just as it was in the tax elimination case, and Abram F. Myers, general counsel, who discussed pay-as-you-see TV.

Triumph was paid two deceased members: Tom Arthur of Mason City and Clifford Niles of Anamosa.

Tomorrow's program will include two business sessions and all-industry banquet. Officers will be elected and resolutions read. Friday will feature an M-G-M ticket-selling workshop.

New Allied Unit

(Continued from page 1)

Carroll of Indiana Allied, and Robert Wile, executive secretary of the Independent Theatre Owners of Ohio, were named to the committee.

The sponsoring committee of the proposed new unit consists of J. M. Reiss, Louis Arnu, E. L. Johnson, William A. Logan, and Robert Emch, Elizabethtown.

Decca Net

(Continued from page 1)

standing capital stock, shares. On March 31, Decca owned 2,685 shares representing 71 per cent of Universal's outstanding stock.

This 1955 first quarter earnings were 28 per cent higher than the net of the corresponding 1954 period.

To Present Awards

HOLLYWOOD, May 4.—The "Woman's Home Companion" will present its 11th annual awards to motion picture and television reader-poll winners May 17 in the Beverly Hills Hotel here.

Small Picks 'Mobsters'

The "Mobsters" will be the title of Edward Small's new motion picture production formerly called "The Brass Ring." United Artists announced.

Covers 547 Theatres

More Distributors Eye Houston as Branch Site

Special to THE DAILY

HOUSTON, May 4.—Plans for the city are shaping up here. Two companies—Columbia and 20th Century—and four others are reported to be looking over locations preparing to set up offices. Columbia has been operating here since Jan. 1 and the 20th-Fox branch is slated to start July 1.

Thomas Murray, manager of exchange operations for Universal, has been looking over locations. It is reported to have had the authority to act for three other distributors. They are Paramount, Warner Brothers and M-G-M. Two of the companies, it is said, already have signed leases.

Covers Large Area

According to Jim Hulgens, Columbia's manager, the company takes in the area south of a line from Del Rio, in Southwest Texas, to a few miles north of Austin in a north-eastern direction above Bryan, Nacodoches and Pleasant Hill to the Louisiana line, with 547 active theatres in this area, of which 439 are Columbia properties. It is estimated that 46 per cent of what the Dallas exchange formerly served.

Report Exhibitors Pleased

Exhibitors in the Houston territory are reported to be happy about the possibility of Houston becoming a major exchange center. When asked if better service could be expected, Ray Hay, manager of the Metropolitan Theatre, said: "That's like asking someone who works in Houston if he'd like to commute back and forth from Dallas."

"We will save hundreds of dollars a year in trucking fees alone," said Mr. McCallum, manager of Loew's State.

BOTT to Establish Experimental Lab

Box Office Television, Inc., will shortly open an experimental television studio laboratory facility. The new unit, a joint development of TV commercial production, it was announced by William F. Rosenstreich, BOTV president. He added that negotiations have been under way for several months with advertising agencies whose reactions have been "most encouraging."

The new service, which will be available to a limited number of subscribers, on a yearly contract basis, will consist of fully equipped studio space, film channels, cameras, editing equipment, lights, scenic pieces, and BOTV technicians and specialists.

Omnifilms Formed

By Noel Meadow

Formation of Omni Films, Inc., for the acquisition of foreign films for United States release was announced by Noel Meadow. As president of the new firm, Meadow stated that the first production on the roster will be "El," a film of the director, Luis Bunuel. Early premiere is planned.

"El" will be released in the U. S. with English titles as "The Noise and the Needle." The picture was produced in Mexico by Oscar Dukan, producer of John Steinbeck's "The Pearl," "The Young and the Damned" and "Bolshom Cruzo." The latter two productions were directed by Bunuel.

Mitchum Film to U.A.

United Artists has completed arrangements to finance a new "Foreign Intrigue" starring Robert Mitchum in an all new feature-length version of the television show created by Ronald Reysdon, who will write, produce and direct the theatrical release in color, it was announced by Robert S. Benjamin, chairman of the board of United Artists.

Conn. Optimism; Seek More Theatres

HARTFORD, May 4.—Current downtown talk notwithstanding, two theatre operators have their sights on new locations.

Bernie Menschell and John Calvoreschi, operators of the Star, Hartford; Plainfield, Plainfield, and Manchester Drive-in, Bolton, New Hampshire, disclosed today that they are in the market for additional theatre properties.

"We're looking around for more theatres now, both hardtop and drive-in," said one of the partners. "The movie business is going to boom again, we're sure of that. People are watching television and the movies they use. They're starting to come back to the theatres and before long things will pick up considerably."

Largest' Drive-in Opens in Mid-June

HARTFORD, May 4.—The 2,700-capacity drive-in theatre being built in the North Meadows section of this city by Meadows Drive-In Theatre Corp., for Safety Management Corp. of Boston, will be ready for operation by June 15, according to Bernard E. Francis, Meadows counsel. Cost of construction is estimated over $600,000. The drive-in is believed to be the largest in the world. The builders will install some 800 in-car heaters for use in cooler weather. First runs are planned.

PORTLAND Equipment Firm is Purchased

PORTLAND, Ore., May 4—In the Theatre Equipment Co., here has been acquired by John D. Peterson, for the past five years branch manager for Modern Theatre Supply, Inc.

Interstate was formerly owned by Frank Becker, who has retired after 34 years in the theatre equipment business.

Picks

(Continued from page 1)

of product brought to the United Artists release roster through the recent series of production deals, gains in foreign grosses during the coming year could well outstrip the progress made in the previous four years.

In a keynote address, president Arthur B. Krim declared that independent production is today a $100,000,000 film -out industry throughout the world. The success of United Artists in attracting the few performing and creative talents for which there is a market, he stated, has spurred all major studios to compete in the independent production field.

Company's First Such Series

The London convention, a seven-day session bringing together United Artists representatives from 20 countries, launches the first world-wide series of foreign sales conclaves in the company's 36-year history.

Schlesinger

(Continued from page 1)

Kevin McCarthy and will be produced in conjunction with Eddie Dukoff of Hollywood.

Schlesinger also revealed his organization has acquired an interest in commercial television in the United Kingdom in a company known as Incorporated Television Programs, Ltd.

In explaining recent negotiations with Syros Skonas, Schlesinger said his organization would build four or five major facilities, marking the first major replacements, where Fox pictures will be shown exclusively.

Schlesinger and Harnell will leave here today for London and Africa.

Para. Says No

(Continued from page 1)

are matters which are individual company policies.

The Paramount president stated, however, that "our doors" are always open to discussion with any exhibitor, based on facts. He added that Paramount has had discussions with exhibitors in the past and, in the future, he stated, Paramount will continue to discuss exhibitor problems and grant relief when merited.

Balaban's reply, dated May 2, was sent to Allied president Rueh Shor in Cincinnati.

NT Net

(Continued from page 1)

$1,307,050 or 47 cents per share. Rhoden said the gross income for the half year was up four per cent, but attendance was down eight per cent, the circuit head stated.

Rhoden stated that the "release of stronger attractions and the diminishing television audience; in the summer" are grounds enough for an optimistic outlook. He added that hopes to move into the drive-in field, which it has been unable to do, under the consent decree, until terms had been completely complied with.

'Magic' May 16

"Green Magic," IFF's color adventure documentary will have its American premiere at the Little Carnegie Theatre here on May 16.
People

Gerry Collins, publicist for Loew's Toronto theatre, will handle publicity of Loew's Theatre, London, Ont., as an added chore.

Richard A. Mancini, vice-president and art director of Lennen & Newell, a public relations agency, has been named senior vice-president and administrative art director of the organization.

Jonathan Dunham, formerly of the Walt Disney Studios, Hollywood, and more recently director of television sales for the Southern Consolidated Film Industries, has been named general manager of production for Associated Screen News, Ltd., Montreal.

Dan Daniels of Sangaree, Fla., has been appointed manager of the Ritz Theatre, Bartow, Fla.

Cletus Benton and Hoyt Fair are the new owners of the Cleveland Drive-In, Cleveland, Tenn., having purchased it from Walter Morris.

Paul Slayer, manager of the Durfee Theatre, Fall River, Mass., is recuperating from a major operation at the Union Hospital.

William Lawrence, West Coast film producer-director, has been named manager of programs and production for the NBC film division. He will headquarter in New York.

Peter Papayanokos, owner of the Righto Theatre, Potldam, N. Y., is building a 500-car drive-in between that village and Massena.

New Consolidated Lab. Bows in Fall

The new film processing plant of Consolidated Film Industries, a subsidiary of Republic Pictures, to be located in midtown Manhattan, will go into operation early this fall, it was announced here yesterday by Albert A. Duryea, in charge of the company's East Coast operations.

Duryea, also resident manager of the company's Fort Lee plant, said the plant would have a weekly capacity of more than 1,000,000 feet of 16mm. or 35mm. printing, as well as 500,000 feet of sound-track negative or printing. He said that Consolidated's expansion was prompted by the steadily increasing need for laboratory facilities to meet the growing demands of TV producers, studios and networks, as well as producers of industrial films. It was added that upon completion, the new plant would absorb the personnel of Major Film Laboratories, another Republic subsidiary. It will be headed by Arthur Howard, resident manager, who has been associated with Consolidated since 1917, and has headed Major since its inception in 1949.

Church Services in Upstate Drive-ins

Special to THE DAILY

ALBANY, May 4—The first regularly conducted drive-in church services in the Tri-City area were held last week in the Menands Drive-In, Albany-Troy Rd.—under the direction of Rev. Dr. J. Raymond Attin, pastor of Sixth Ave. Baptist Church in Troy.

Use of the outdoor theatre has been donated by Joseph Miller, proprietor and former Columbia Pictures branch manager here. Its sound equipment, with car speakers, is employed for the sermon—delivered from a pulpit erected in front of the screen.

A similar plan is followed from time to September at Jules Permuter's Fort George Drive-In, Lake George, where Rev. Gary E. German, pastor of a Glens Falls Lutheran church, has charge. Oronout and North Syracuse are among other upstate communities where Sunday a.m. services in drive-ins are held.

'Brotherhood' Awards to Managers Monday

Theatre managers who achieved outstanding records in securing contributions for the Amusement Division of the National Conference in the annual Brotherhood Week campaign last February will be presented with L. S. Savings Bonds at luncheons in the Waldorf-Astoria here next Monday.

J. Robert Rubin, general chairman of the division, will be host at the luncheon. John H. Harris of Pittsburgh is national chairman of the division for 1955.

Garcia in Havana For Allied Artists

HAVANA, May 4—Antonio Garcia has been appointed Allied Artists representative in Cuba, succeeding A. J. Pelotnia, resigned. Garcia will serve as liaison with Cinematografica Pelinex, S. A. (formerly known as Continental Films, S. A.).

Free TV Trailers

As part of its program of utilizing TV to pre-sell theatrical release of its CinemaScope productions, 20th Century-Fox is making available free to exhibitors a set of five TV trailers on 'Violent Saturday.' It is composed of four different, 20-second trailers plus one 60-second trailer.

"O thou of little faith wherefore didst thou have any doubt?"

AFTER midnight of May 25, 1955, no contract or request for contract will be considered in THE MAKELIM PLAN.

CONTRACTS, requests for contracts, or those returned for correction, under THE MAKELIM PLAN, mailed before midnight of May 25, 1955, will be considered.

3,529 EXHIBITORS (close to 25% of all the exhibitors in the country) have joined and pledged in one body, to play and pay for, to exploit and promote MAKELIM PICTURES, one a month. Clean—powerful—entertaining stories that will bring a tear, a smile, or a thrill. No filth—no smut—no epics—just good, clean pictures. Good for the 10-year-old, the teen-ager, the parents, and the grandparents.

HUMBLY bow my head in thankful prayer for the patience, support, and confidence of 154 of the finest and biggest circuits of theatres in America who have signed to THE MAKELIM PLAN.

To the thousands of reliable and trustworthy independent exhibitors from coast to coast who have all signed to THE MAKELIM PLAN—and to those exhibitor organizations whose verbal support helped so much—my sincere thanks. I am truly grateful.

So that all who join THE MAKELIM PLAN will have done so on an equal basis—stories, casts, and starting dates will be announced after the closing date.

PATIENCE is a great virtue, and I am thankful and grateful to the many thousands who have expressed it to me so abundantly.

Hal R. Makelem

9336 Washington Boulevard, Culver City, California
From 20th in June

CLARK GABLE
SUSAN HAYWARD

SOLDIER OF FORTUNE

From the novel by ERNEST K. GANN
also starring MICHAEL RENNIE • GENE BARRY
with ALEX D'ARCY • TOM TULLY • ANNA STEN • RUSSELL COLLINS

A CINEMASCOPE Picture
Color by DE LUXE
21st Annual Event
Quigley Award
To Williams, Wyatt, Hastings

Denver, Charleston and England Represented

Fifty-six top executives of circuit and distribution advertising and publicity departments have selected the winners of the 21st annual Quigley Grand Awards for showmanship. The three honored this year for 1955 are W. T. Hastings, manager of the 2KO Orpheum Theatre, Denver, who took the top prize for theatres in large situations; William Wyatt, manager of the 2KO Orpheum, who took the second prize for theatres in medium situations; and Robert L. Lichtman, manager of Loew’s Plaza, who was named editor of the Year in window displays.

TV Plans to Form
MPAA-Type
Of Organization

Distributors and producers of motion pictures for television are considering the formation of an association which will have a similar industry function as that of the Motion Picture Association of America, it was learned here yesterday.

The association’s primary mission would be to aid in the standardization of the television film industry and would not concern itself with trade practices, sales policies or price setting, it was said.

A number of prominent independent producers have given their approval to the plan, it was said.

Legion Gives ‘C’
Rating to ‘Sinbad’

Characterizing it as an incitement to juvenile delinquency, the National Legion of Decency announced yesterday that it had placed the Howard Hughes-KKO production, “Son of Sinbad,” in its “C” or condemn classification.

In explaining the reason for the “C” rating, it was said that the film is “an incitement to juvenile delinquency” and that it should not be shown to children under the age of 16.

Variety Clubs Int’l
Spent $3,500,000 for
Child-Aid in ’54

From THE DAILY Bureau
HOLLYWOOD May 5.—Members of Variety Clubs International spent $3,500,000 in aiding underprivileged children during 1954, it was revealed today by the 21st annual convention delegates in a “Heart” report prepared by Nathan D. Golden and read by Morton Gerber, his representative, during his absence in Europe. The report disclosed that more than 40,000 individuals were benefiting directly by welfare work done by VIC’s individual tents, with uncounted thousands of others benefiting indirectly, the report said, and added: “since inception of Variety Clubs in 1926, approximately $31,000,000 has been spent in the world where Variety Clubs are located.”

The Golden report then named cities throughout the country, separately, stating the nature of the charitable projects supported by clubs in each, and pointed out that VIC has plans (Continued on page 8)

Loew’s Turns Down Bid
CONFERENCE PLAN
DEMISE FORECAST

Schenck Maintains M-G-M’s Sales Policies Should Not Be Discussed with Competitors

Loew’s-M-G-M has turned down exhibition’s bid to attend an industry round-table conference, it was learned here yesterday, leaving prospects for convening the proposed May 24 conference very dim.

Disclosure of Loew’s-M-G-M’s position came in the wake of the announced rejection by Barney Balaban, Paramount Pictures president.

Another factor pointing to the demise of the conference plan is the feeling at 20th Century-Fox, conveyed by a top company executive, that the time is not propitious for such a meeting, as proposed jointly by Allied States Association and Theatre Owners of America.

With threats and charges currently stemming from the “exhibition camp,” the 20th-Fox president said that a meeting at this time would not be fruitful, although such a meeting may be profitably pursued at some later date. Twentieth-Fox president Spyros S. Skouras could not be reached for comment, however.

The sentiments voiced by Balaban (Continued on page 6)

Editorial in ‘America’
Cites Martin Quigley

Titled “Forty Years Work Improving Films,” the following editorial tribute to Martin Quigley appeared in “America,” national Catholic weekly review dated by the Jesuit Fathers:

Forty years devoted to upholding moral and artistic standards in the field of entertainment could lead to no small achievement. It would seem that in this fallen world the arts of entertainment hide within themselves the seed of decline and decay. Their inevitable tendency is to slide downhill, to appeal to the lower tastes and desires. They must constantly be checked and governed and called to the ideals that first inspired them.

The man who would uphold artistic and moral standards will often find himself bucking popular opinion. He will find himself unpopular and labeled a reactionary in the entertainment field he is trying to save from its own worst instincts.

Martin Quigley, editor of the “Motion Picture Herald,” the Motion Picture Daily and other magazines devoted to the film industry, this year celebrates his fortieth anniversary of service in the cause of entertainment betterment. Notable among his contributions was the role he played in the adoption and enforcement of the Motion Picture Production Code. Despite the carking of critics, the code, on the admission of the motion picture producers themselves, has improved the moral and artistic tone of the films.

To Martin Quigley our sincere congratulations. We will be looking forward to the June 11 issue of the Motion Picture Herald, which will contain articles commemorating the fortieth anniversary of his devotion and the twenty-fifth anniversary of the code.

May both long flourish among us.

Lichtman Says He’d
Arbitrate Rentals of
Accounts Up to $50

From THE DAILY Bureau
HOLLYWOOD, May 5.—Al Lichtman, 20th-Century-Fox vice-president and director of distribution, who stressed that he was “speaking solely for myself,” today told the trade press at a studio news conference call.

It’s to express views pertaining to the recent controversy between exhibition and distribution that I propose for small accounts, those paying $50 film rental or less, that we agree to arbitrate those film rentals, or any (Continued on page 6)

Brackett Resigning
Academy Presidency

From THE DAILY Bureau
HOLLYWOOD, May 5.—Producer-writer Charles Brackett today resigned the presidency of the Academy of Motion Picture Arts and Sciences which he has held for the past six years. In a letter to Academy executive secretary Mrs. Margaret Brackett (Continued on page 8)
Personal Mention

ARTHUR B. KRIM, president of United Artists, will return to New York tomorrow from London.

Joseph Bisdale, assistant to Oscar A. Morgan, Paramount short subject and newsreel sales manager, will be married tomorrow to INES PASSANELLA, of the Army Air Force Motion Pictures Service, at Holy Rosary Church, the Bronx.

DAVID A. LIPON, Universal Pictures vice-president, and Charles SIMONELLI, Eastern advertising and publicity department manager, will leave here today for the Coast.

SEYMOUR MAIER, Far East supervisor for Loew's International Corp., has returned to New York from Japan.

MARVIN LEVY, handling TV and radio for M-G-M, is the father of a son born yesterday to Mrs. Levy at Doctors Hospital.

JAMES A. MULVEY, president of Samuel Goldwyn Productions, will leave here late next week for Europe.

IRVING MACK, president of Filmfax Corp., will arrive here on Monday from Chicago.

DON SHARPE, producer, will leave here tomorrow for London via B.O.A.C. Monarch.

HAROLD HECHT, of Hecht-Lancaster Productions, will leave New York today for Europe.

SAX ROTHERM, author, will leave New York today for Europe aboard the "Mauretania."

RICHARD TOPP will leave here Monday for England via B.O.A.C. Monarch.

Sales Heads Back Audience Poll

The sales managers committee here yesterday voted to make the Projected Audience Awards campaign to be sponsored by the Council of Motion Picture Organizations.

The meeting of the sales managers was attended by COMPO special counsel Robert W. Coyne and Charles C. McCarthy, director of information of COMPO. Both outlined the audience poll plan, receiving a promise of cooperation from the sales managers.

Members of the committee agreed to furnish COMPO with a list of pictures to be released from Oct. 1 to March 31, the first period of the audience poll, in addition to the male and female leads and five new male and female personalities. This list, according to the previous announcement plan, will be submitted to exhibitors throughout the country for the polling of audience dividends, which is to begin for that period on June 1.

MUCHNIC SEES 2,500 PERSPECTA INSTALLATIONS AHEAD BY JAN.

By Lester Dinoff

Highly optimistic about the foreign business of Loew's International Corp. this year despite fixed commission ticket prices and the rise in exchange rates, George Muchnic, vice-president of the MGM foreign office, said, "New business is growing fast in all European and territory theatres. The results of Perspecta sound in Italy have been so successful that we would not be surprised to see Perspecta integrators in all of Italy's theatres in another year." He added that five or six licensees in Italy, and licensees in other foreign countries such as Great Britain, France, Belgium and Holland are selling Perspecta units as fast as they are manufactured.

Muchnic said Perspecta sound is so well liked by Italians that a number of Italian producers are utilizing the medium in their productions for the native market.

Progress Slow in Germany

The single optical sound track has been uniformly successful throughout the territories in the Far East, Muchnic said. Currently Perspecta sound in other foreign markets, the Loew's International vice-president said that "sales of Perspecta sound have been making little headway in Germany."

Muchnic also reaffirmed the company's policy on M-G-M films of being available without magnetic sound prints, only optical, in the foreign market while domestic and European exhibitors have M-G-M prints in two ways - magnetic and Perspecta track.

Ohio Juvenile Labor Law Unchanged

COLUMBUS, O., May 5—Amendment to Senate Bill No. 288, which would have permitted boys and girls over 16 to work in theatres as ushers and cashiers until 10:30 P.M., was eliminated from the bill which has been approved by the Senate Commerce and Labor Committee.

The sub-committee, considering the amendment, decided that it opened the way for the further integration of ushers and cashiers also were concerned with the hazards to girls working in exposed drive-in box offices. It was pointed out that girls are not permitted to work in stores after 9 P.M. Representatives of several other industries, dissatisfied with the law, suggested that if theatres were permitted to employ minors until 10:30 P.M., they would demand the same right.

Passage Seen Likely

If the bill passes both houses of the legislature, as seems likely, the law will be the same as at present. Boys over 18 may work until 9 P.M. but girls under 18 may not work after 6 P.M.

MGM Acquires 'Money'

M-G-M will distribute the 20th Century-Fox production of "Not For Money." 'Money' will be made in England with Bob Hope and Katharine Hepburn in the lead roles, it was announced by Arthur Loew Jr., president of Loew's International Corp.

Youngstein Says UA To Finance 98 Films Within Next 3 Years

From THE DAILY Bureaus

LONDON, May 5—United Artists has increased its independent film production commitments for the next three years from 90 to 98 pictures. It was announced here today by vice-president Max E. Youngstein at the third session of the UA's international sales convention.

Charles Smidt, vice-president in charge of European production, told the company group panelists in London that it is important to make pictures in every major European country during the next three years, with a number of these films being made on a co-production basis under projected agreements with foreign organizations.

In some situations, Smidt stated, it is planned to produce pictures in both English and foreign language versions.

Describes Company Policy

Youngstein, in discussing the UA policy of investing or guaranteeing from 90 to 100 per cent of the production cost of its releases, said that "most major portion of the film rentals during the coming year will be allocated to finance new productions."

The UA effort to continue the expansion of the past four years was directly related to the success of its current product in the world market, Youngstein added.

The decision to invest in film production, the UA executive stated, was made by the company when it became clear that UA's goal of competing with other industry organizations could not be achieved as long as the company operated exclusively as a distribution outlet.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Wednesday, May 6, 1958

RADIO CITY MUSIC HALL

Rockefeller Center

"INTERMITTED MELODY"

In CINEMASCOPE and Color

Glenn Ford • Eleanor Parker

As N-G-C Picture

and SPECTACULAR STAGE PRESENTATION
**Telemeter to File Answers to FCC Queries on June 9**

Telemeter, on June 9, will file its answers to the questions posed by the Federal Communications Commission on the toll TV issue, it was disclosed by Paul MacNamara, Telemeter vice-president, before his departure from here to the Connecticut resort. The brief, which MacNamara added, is being handled by the Washington law firm of Arnold, Fortas and Porter.

MacNamara says that he expects 12 exhibitors, "some of whom are pretty important," have expressed an interest in Telemeter franchising.

**Claims a 'Large Circuit'**

Among those who volunteered an interest is a representative of "one of the largest circuits in the country," MacNamara added. He declined to name the exhibitors or the circuits interested, explaining that they would not care to be identified in the face of the organized exhibition opposition to toll TV.

Telemeter, which is 80 per cent owned by Paramount Pictures, has previously expressed a position favoring the filing of a Federal Communications Commission rules on toll TV. He called upon exhibitors to "get aboard" the toll TV bandwagon, contending that the realization of toll TV is "inevitable."

**Booklet Being Prepared**

A brochure spelling out exhibition's possible role with Telemeter will be ready early in the summer for distribution, MacNamara stated. The Telemeter executive belligerently the efforts of the joint anti-toll TV committee. He contended that the committee has helped to bring the issue before the public, arguing that the step has resulted in leaving the public with a favorable impression of toll TV as a medium.

**Polio Fund Benefits As 'Long Legs' Bouv**

A capacity audience of 6,000 persons, paying from $5 to $100 for tickets, last night viewed the world premiere of 20th Century-Fox's "Hollywood Long Legs" at the Roxy Theatre here in a benefit performance for the March of Dimes. The elaborate opening marked the first theatrical function sponsored by the March of Dimes since the announcement of the success of the Salk polio vaccine. Proceeds will aid the organization's emergency fund-raising campaign which seeks to collect $9,000,000.

Among the entertainment dignitaries drawn from the entertainment, political, civic and social worlds in attendance were Mrs. Harry S. Truman, Mayor David Dubinsky, parents of the discoverer of the new polio vaccine, Spyros P. Skouros, Helen Hayes, Tulla Chase, Mrs. Robert Q. Lewis, Thelma Ritter, Margaret Hayes, Roxanne, Arnold Stang, Red Buttons, Audrey Meadows, Rosemary Clooney, Roberta Peters, Judy Holliday, Tallulah Bankhead, Doris Day, starts Frank Sinatra, Mickey Rooney and John Garfield.

**Travel Short in V'Sision Impresses**

Paramount's new VistaVision short in color by Technicolor, "VistaVision Visits Mexico," affords further illustration of the ability of the process to reproduce vast scenic expanses and intimate closeness with equal fidelity. As being shown on the world's largest theatre screen and with the new double-frame, horizontal projection method at the Paramount Theatre here on the same program with "Strategic Air Command," the James A. Fitzpatrick two-reeler offers several shots which put VistaVision's ability to achieve clarity and definition for unusual distances to the utmost test. Such shots take in some of Mexico's most famous snow-covered volcanic peaks at distances up to 80 miles. The results are visually remarkable, the peaks in the extreme perspective being clearly defined, and their tops clearly visible.

A pictorial treat in itself, the 17-minute subject is a worthy program companion for Paramount's widely acclaimed "Strategic Air Command."—S. K.

**'Itch' Here June 3**

The world premiere of the film version of George Axelrod's hit stage comedy, "The Seven Year Itch," starring Marilyn Monroe and Tom Ewell, has been scheduled for Loew's State Theatre here on June 3.

**Scotch Exhibitors In Bid to Reade**

From THE DAILY BUREAU LONDON, May 5—The Scottish branch of the Cinematograph Exhibitors' Association has invited Walter Reade, Theatre Owners of America board chairman, to meet exhibitors in Glasgow during their British visit.

As already reported, Reade will meet CEA's general council here next Wednesday.

The Union Internationale de l'Explotation Cinematographique in Paris has postponed its April meeting until May 25. CEA's general secretary, W. R. Fuller, and treasurer, E. J. Hinge, will attend this meeting.

CinemaScope and the availability of alternative ratio prints will be prominent items for discussion at that time.

**Peiser to Handle Magna Coast Ads**

Hollywood, May 5.—Appointment of Seymour Peiser as West Coast advertising, publicity and exploitation representative for Magna Theatre Corp., distributors of Rodgers & Hammerstein's "Oklahoma!" produced in Todd-35, was announced by Nicholas John Matsoukas, national director of advertising, publicity and exploitation.

Peiser is vice-president of Western Advertising Agency. For 11 years, Peiser held the post of advertising and publicity director for the Fox West Coast Theatres, an affiliate of National Theatres.

**Allied Artists Seeks Shareholders' Okay For Stock Purchases**

The board of directors of Allied Artists will seek stockholder approval from the company's stockholders to give AA executives and key employees the right of stock purchases at current market terms, George D. Burrows, executive vice-president and treasurer, said here yesterday.

Burrows stated that the board, which discussed the plan earlier this week at a meeting here, will ask for stockholder approval at the annual meeting of Allied Artists in November or at a special stockholder meet which may be called shortly.

The AA executive and member of the board said that the company releasing program of 35 pictures for 1955 may be supplemented by product from other independent and foreign producers, Harold J. Mirisch, AA executive producer, has just left for Europe to delve into the possibility of setting such deals, Burrows said.

Commenting on Allied Artists' plan to invest $25,000,000 in production of 35 or 38 films during a 12 to 18 month period, Burrows stated that some of that money currently is in use on the William Wyler and John Huston productions which AA will distribute.

**New Goldwyn, Jr. Title**

"The Town Tamer" is the new title of the Samuel Goldwyn, Jr. film for United Artists release, formerly called "The Dead Peacemaker."
THANKS TO SOL SCHWARTZ AND THE ENTIRE RKO THEATRE ORGANIZATION IN MAKING THE WORLD PREMIERE OF THE 

**THE ETERNAL SEA** IN PROVIDENCE THE MIGHTIEST THIS CITY HAS EVER KNOWN AND A GREAT **BIG** 21 GUN SALUTE TO THE 250 NEW ENGLAND SHOWMEN WHO HAVE BUILT UP TOP GROSSES FOR THE PICTURE’S FIRST DATES IN THE COUNTRY.

FLASH!

Boston—‘ETERNAL SEA’ SOCK $21,500
Providence—‘SEA’ SMASH 14 G reports VARIETY
HERBERT J. YATES presents

THE ETERNAL SEA

STERLING HAYDEN • ALEXIS SMITH • DEAN JAGGER

Starring

BEN • VIRGINIA • RICHARD

with

COOPER • GREY • CRANE

Screen Play by

ALLEN RIVKIN • WILLIAM WISTER HAINES • JOHN H. AUER

Story by

Associate Producer-Director

A REPUBLIC PRODUCTION

MR. S. A. SCHWARTZ, PRESIDENT OF RKO THEATRES GREETS FAMOUS ADMIRAL WILLIAM F. HALSEY AT THE WORLD PREMIERE OF THE ETERNAL SEA.
Conference

(Continued from page 1)

in his message to Allied president Rubie Shor is shared by Nicholas M. Schenck, president of Loew's-M-G-M, it was learned. Other company presidents also appear to share the view that trade practices and film rentals are not proper points for discussion at an industry conference, indicating additional rejections.

In his reply to Shor, rejecting his attendance at the proposed May 24 New York meeting, Schenck maintained that M-G-M’s sales policies and trade practices should not be the subject of discussion with its competitors. The Loew’s-M-G-M president said he felt that it was best for matters of trade problems to be taken up with Charles Reagan, general sales manager, and that Schenck would be glad to join in the discussions if his participation could be helpful.

Stresses Customer Relations

Schenck went on to say that the company’s customer relations always have been of first importance to M-G-M whose “open door” policy is well-known. Schenck stated that he did not believe that an industry round-table conference is suited for a consideration of the relations between M-G-M and its customers.

Iowa-Neb. ITO “Reluctantly” Would Approve Federal Control

DES MOINES, May 5.—Allied Independent Theatre Owners of Iowa and Nebraska, meeting here in convention, today gave reluctant consent

Lichtman, on Rental Arbitration

(Continued from page 1)

other subject that may be controversial between distributor and exhibitor with such accounts.”

Lichtman specifically declared he was not speaking as co-chairman of the Council of Motion Picture Organizations or as chairman of the arbitration committee of distributors. He said, “This statement may startle some of my colleagues, but I urge them to think it over and come to my way of thinking.”

Cites Production Costs

In introductory remarks he had traced the rise in production costs, the decrease in the number of pictures, and declared, “Pictures are now an attraction business,” and it is now possible in 4,500 theatres and big drive-ins to earn from 85 to 90 per cent of the total film rental on first class motion pictures. The balance

to the plan for Federal regulation of the industry, but they stipulated that their backing would come only if all other efforts fail.

Ask Reconsideration

The 75 members at the meeting approved a resolution which, first, asked the film companies to reconsider their refusal to attend the May 24 industry conference, then pledged support to Allied States in its efforts to secure relief at such a meeting, and, finally, agreed to back Allied on a Federal regulation bill should such a step prove necessary as a last resort.

Here They Come! Fred Astaire and Leslie Caron... romancing and dancing, sky-high and handsome from May... seventeen

There They Go! 2½ million teen-age girls (arm-in-arm with their vast clan of friends) on their way to your theatre...spend there by May SEVENTEEN—to lose their hearts to SEVENTEEN’s Picture of the Month

DADDY LONG LEGS

starring FRED ASTAIRE • LESLIE CARON

Produced by 20th Century-Fox in Cinemascope color by Deluxe

co-starring TERRY MOORE • THELMIA RITTER

Emergency Defense Committee for the purpose of seeking Government regulation of film rentals and/or relief in any other direction, to Motion Picture Daily said:

Calls It ‘Ridiculous’

“Lichtman’s proposal is ridiculous, since more than 90 per cent of the smaller exhibitors or last runs that pay 50 per cent for film rentals are paying in excess of 50 dollars, consequently the 50-dollar yard stick is of no practical value and will not answer the problem facing us.”

Berger suggested that theatres grossing under one thousand dollars per week should be able to buy all film on a flat basis, and that a “sliding scale” of terms in houses that play percentage should have a reasonable base figure at a low percentage which can be increased five per cent per unit of volume receipts until it has reached a 50 per cent ceiling with no “retraction.”

Wants Presidents’ Attention

He also expressed a desire for a basis of incentive to spend more advertising dollars in achieving greater grosses, and saw no reason why company presidents could not convene on the round-table proposal to hear grips. He expressed a willingness to enter into an arbitration agreement for at least 18 months in which time “longs” might be brought to the surface.

Both O’Donnell and Berger were here for the convention of Variety Clubs International.
‘Daddy Long Legs’ in Gala Premiere

Pictured last night at the Roxy Theatre premiere of 20th Century-Fox’s CinemaScope feature, “Daddy Long Legs,” are, in the photo to the left, l. to r., Charles Einfeld, vice-president of Fox; Mrs. Erwin Dorfman, Erwin Dorfman, tennis star; Mrs. Joseph Moran (film star Thelma Ritter) and Joseph Moran. Above: Mrs. Robert R. Young and Robert R. Young, chairman of the board of the New York Central Railroad.

Mrs. Murray Silverstone, left, is here shown with Murray Silverstone, president of Fox’s International Corp., and daughter Susan.

Mrs. Spyros P. Skouras and Spyros P. Skouras, president of 20th Century-Fox.

TV star Roxanne, who is top cast with Marilyn Monroe and Tom Ewell in “The Seven-Year Itch.”

From left to right, above, are Margaret Egan, of the March of Dimes; Sarah Bell, Mary Van Riper and Dr. Van Riper, medical director of the National Foundation for Infantile Paralysis.
Cite Dodgers as Toll TV Prey

President Walter O'Malley of the Brooklyn Dodgers, was said to have the "mask" off the "piots claim" of a major TV bid by setting the record, according to a spokesman for the league.

If AB-PT cannot negotiate the sale of a music record company, the organization may set up its own recording company and label, the executive stated.

Columbia Net

Variety Clubs

Stud's Warner's Virginian Theatre, Charlotte, V.L., smaller situation, and David B. Williams, manager of the Gaumont Theatre, Preston, England, winner of the Overseas Award. Each of the grand prize winners had been in the quarterfinals, but this is the first time that any of them has been a finalist.

Two Honorable Mentions

In addition to naming Williams as the Overseas Award winner, the judges gave two honorable mentions for this Award. They are: Fernand Bourland, publicity director for KKO Pictures in Brussels, and Verri Nee, publicity director for Paramount in Rome.

Williams was manager of the Gaumont in Preston when he executed a campaign which won him, but his

President Walter O'Malley, of the Brooklyn Dodgers, was said to have set the "mask" off "the pions claim" of a major TV bid by setting the record, according to a spokesman for the league.

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AB-PT Considering Record Subsidiary

American Broadcasting-Paramount Theatres, Inc., is seriously considering the acquisition of a major record company, now is as a subsidiary organization, according to a spokesman for the company.

The Heart Committee, composed of union managers and editors, will convene Monday morning to hear reports from individual teams, and to name the annual winner of the Heart Award, which will be announced at the Humanitarian Dinner Saturday night.

New York, Las Vegas Compete

The Saturday morning business session will include updates on various cities for selection as site for next year's convention. Most active campaigners for next year's convention, so far, are New York, represented by Jack Hoffberg, Martin Levine, Arvid Kastor and Francine Horwitz who already have obtained temporary reservation of Waldorf Astoria for convention purposes, and Las Vegas, which has set up hospitality headquarters at the Ambassador with Gene Murphy extolling the resort town's recreational facilities.

The Saturday morning business session will include updates of officers for the coming year, and at noon delinquents and memorial service at the Saint Sophia Greek Orthodox Cathedral for the late Charles P. Slokas.

New Hospital Development Order

Wednesday night VCI held breast cancer benefit. O'Brien stated that this and thereafter individual tents, rather than VCI, will deal directly with the directors of film industry and other associations of the guild, now, for closer cooperation among its various branches, there is a danger that TV producing companies may be replaced by "other show business organizations".

Sees Bright Film Future

Kaufman said that films for TV as an industry had grown up and is here to stay because it is economically sound. "The future holds a great promise of the television entertainment being tied up in film, but we must unite on the basic principles and standards of operations," the guild president told the NTFC.

Legion Rating

action, the Legion issued the following statement:

"This film, in its character and treatment, is a serious affront to Christian and traditional standards of morality and decency because of its blatant and continued violation of the virtue of purity. Throughout, it contains grossly salacious dances and its decoding. This picture is a challenge to decent standards of theatrical entertainment and as an incitement to juvenile delinquency, it is especially dangerous to the moral welfare of youth."
Disputes Lay Un. Defense Dept.-Units Apart on Agnew Report

Sees No Way to Save on Filming, Photography

From THE DAILY: WASHINGTON, May 8.—The Army, Navy and Air Force are in complete disagreement with a study made last year by a civilian committee suggesting ways by which the three services could save $17,000,000 a year on their motion picture and photographic programs, it was learned over the week-end.

After analyzing the civilian committee's report and making intensive surveys of their own operations, the services reported they can find no place where they can cut their motion picture and photographic program to save any money at all. In effect, one spokesman said, "the services are challenging the report."

The committee study was initiated about a year and a half ago, at the (Continued on page 7)

Ende is Appointed Controller of UA

Joseph Ende has been appointed controller of United Artists Corp. Formerly assistant controller of UA, Ende has been associated with the motion picture industry since 1939. He joined United Artists in 1951.

(Pittsburgh Tent Wins 'Heart-of-Varity

HOLLYWOOD, May 8. — Pittsburgh Variety Club, Tent No. 1, 27 years after its founding, won its first Variety Clubs International Heart-of-Varity Award at the convention here Friday. Its 638 members spent $401,000 for charity in 1954. Honorable mention went to Minneapolis and Las Vegas.

Ruben Shor Declares PARLEY REJECTIONS SPUR GOV'T RELIEF

Allied’s President Sees ‘No Alternative’ Despite ‘Some Acceptances’ to Parley

The apparent collapse of the project whereby all the presidents of distribution companies would meet jointly with a committee representing Theatre Owners of America and Allied States Association will spur Allied president’s move for government action to achieve relief, Ruben Shor, Allied president, said at the weekend. There have been ‘some acceptances’ to the parley, Shor said, but the rejections leave no alternative but to press harder for government intervention, Shor indicated.

"In fact," he added, "we are losing no time in our preparation of the case. We have never stopped."

A joint personal proposal by Al Lichtman, director of distribution for 20th Century-Fox, that film rentals up to $50 might be arbitrated, Shor said, that "those gents in New York should know what they have to do to help the small exhibitors." The Allied president said that Lichtman never before had mentioned arbitration of rentals of any kind. It was learned here at the weekend that a similar proposal was introduced at the Junehouse meeting of presidents on April 29 here by 20th Century-Fox.

Anti-Toll TV Film in Work

WASHINGTON, May 8. — The motion picture industry is in the process of making a film trailer to give its side of the subscription TV fight. This was revealed by Marcus Cohn, attorney for the exhibitors committee against toll TV. He made a talk last Wednesday before a joint meeting of

Majority of Mail to FCC Still Favors Subscription TV

By J. A. OTTEN


In a letter to FCC chairman McNamara, Mrs. Bolton said she had been hearing from constituents on the subject of subscription television—"that its authorization would enable many of the small TV stations which are now in critical financial difficulties to obtain supplementary sources of revenue; that it would provide cultural, educational and entertainment programs not readily available on existing sponsored programs; that it would be particularly beneficial to our rural people who do not have access to the legitimate theatre, the opera and first-run motion pictures."

"Mrs. Bolton went on to say that "from my limited study of the problem, I cannot but believe that the introduction of subscription TV would be in the public interest."

"It seems to me," she wrote the FCC, "that it is only proper and in conformity with our historic, economic traditions to allow the proponents of subscription television an opportunity to demonstrate its utility. The consuming public will be quick to accept or reject the idea. If the idea is good, it will be accepted. If it has no public acceptance, the idea will collapse. The only financial losses will be those of the proponents."

"I should very much hope that the Commission will see fit under appropriate safeguards to allow at an early date a few pilot demonstrations. I believe we can all benefit from having some actual experience on which to formulate our definitive judgments as to the public value of this promising

Congresswoman Suggests 'Pilots'

The annual meeting of the stockholders of Paramount Pictures will be held on June 7 at the company's home office to elect a board of directors and to transact other business, Barney Balaban, president, announced in a notice to stockholders.

Holders of Paramount stock will be
Personal Mention

MORT BLUMENSTOCK, Warner Brothers vice-president in charge of advertising-publicity, returned to Copley over the weekend from New York.

FRANK MURPHY, Loew’s Theatres division manager in Cleveland, is on a business trip to Ireland.

PATRICIA ANN MCLAURIN, daughter of William J. Mclaun, managing director of the Variety Club, has been married to John Michael Dunphy.

FRANCIS M. WINKINS, United Artists director of advertising-publicity, will return to New York today from Paris.

LION J. ROTH, United Artists West Coast publicity director, will arrive in New York from Hollywood today.

CORINNE CALVET and her husband, Jean, the French film reactor, returned from Europe today aboard the “United States.”

ARTHUR M. LOEW, president of Loew’s International Corp., left New York over the weekend for Hollywood.

EMERY AUSTIN, M-G-M exploitation manager, has returned to New York from Minneapolis.

Sol. HURD, producer, has returned to New York from London via B.O.A.C. Monarch.

GLORIA SWANSON left New York Saturday aboard the “Cristoforo Colombo” for Italy.

BOBS JANKOLOVICS, Paramount manager in Belgium, is scheduled to arrive here today from Brussels.

R. E. WARN, Westrex Corp. vice-president, has left here for Tokyo.

Zide and Pollard
Buy Cleve. Exchange

CLEVELAND, May 8.—Imperial Pictures, Cleveland’s only independent exchange which has been operated by Mrs. Bernie Rubin since the death of her husband last December, has been sold to Jack Zide, owner of Al-Par Fish Co. in Detroit, and Irvin Pollard, former Cleveland Republican branch manager and recently United Artists sales manager in Detroit. The sale became effective immediately upon conclusion of contract arrangements.

Irvin Pollard will be in charge of the exchange and will move to Cleve-land as soon as living quarters are available. Betty Rubenstein is to be named booking manager.

Radio, Film People
Meet at White House
On Red Escape Aid

From THE DAILY BUREAU
WASHINGTON, May 8.—President Dwight D. Eisenhower at the weekend met with leaders of the “Operation Brotherhood” campaign for raising funds in the United States for emergency aid to almost a million refugees from Communist Vietnam.

Representatives of broadcasting and movie pictures came to the White House to discuss with the President plans for an American appeal to the American public on the eve of the May 16 deadline when the port of Haiphong, off the escape route, will be sealed. The mist-haft of Hanoi is to be closed under the terms of the Indochina truce agreement.

Estimate 1,000,000 Victims

President Eisenhower has urged all Americans to join the “Operation Brotherhood” which is seeking to care for approximately 1,000,000 anti-Communist refugees. Among the leaders attending the White House meeting were: Earl H. Gunnions, vice-president, C.B.S.; Walter E. Warn, president, world-wide operations for RKO; General Carl Spaatz, former head of United States Air Force; Leo Chere, chairman, International Rescue Committee; E. Henderson, vice-president, United States Junior Chamber of Commerce; Harold E. Henderson, vice-president, United States Junior Chamber of Commerce; Julian Goodman, vice-president, NBC; Ralph W. Hardy, vice-president, NBC; Paul Crouch, Radio and Television Broadcasters; General William J. Donovan, former head of O.S.S.; DuMont’s Loew’s Theatres; Jerome Baker, RKO Theatres; Ira Sichelman, 20th Century-Fox, and John Horton, Universal-International.

Para. Reveals New Short Subject List

Fifty-two one reel subjects, five VistaVision two-reeler subjects in Technicolor and 104 issues of Paramount News will make up the Paramount Pictures short subjects release schedule for the 1955-56 season. Oscar A. Morgan, the department’s sales manager, disclosed.

Forty of the coming year’s 52 one-reelers will be cartoons, and 36 of the cartoons will be in Technicolor.

S.A.G. and Du Mont Sign TV-Film Pact

Hollywood, May 8.—The Screen Actors Guild and the Du Mont television network have signed a collective bargaining agreement covering SAG’s actors and announcers in filmed television. The agreement covers films made with Du Mont’s new “electronicman.”

Trailers, First, TV Last in Ad Media Results for Small Situation, N.T. Finds

LOS ANGELES, May 8.—Television advertising isn’t effective for station. National Theatres’ house organ, “The Showman,” reports its research division learned that from Harold Burnett, manager of Fox Granada, Mt. Vernon, Ill. He used a questionnaire during the run of “Bad Day at Black Rock” to find out if the St. Louis TV campaign on the picture had helped him. He received 842 answers to the question, “What form of advertising brought them to the theatre.” They were as follows:

Trailers, 312; local newspaper, 224; local radio station, 111; word of mouth, 85; national magazines, 55; other advertising, 31; television, 21.

Two Groups Act
Seek to Block
Maryland Tax
On Film Rental

From THE DAILY BUREAU
WASHINGTON, May 8.—Washington and Maryland theatre owner associations are planning to go to court to block enacting of the two per cent Maryland sales tax on film rentals.

Details disclosed by A. Julian Brylawski, head of the Metropolitan Theatre Owners of Washington. He said the decision was taken at a recent meeting of his group and the Motion Picture Theatre Owners of Maryland.

The exhibitors claim film rentals were inadvertently made subject to the tax and that the Maryland legislature never intended this when it passed a bill in the closing days of this year’s session to broaden the application of the tax. They want a court order preventing the collection of the tax on film rentals until the legislature meets next year and has a chance to exempt film rentals from the tax.

11th-Hour Action

In its last hours, the legislature approved a bill — later signed by the governor — broadening the scope of the sales tax to cover rental purchases. The bill was aimed at the leasing of business machines and heavy equipment, and its proponents claimed that it has now been interpreted to include film rentals. Brylawski said the exhibitors have had conferences with state senators and other key legislators and they all agreed they had not had film rentals subject to the bill when it was passed. Accordingly, the exhibitors have agreed to retain an attorney and attempt to get an injunction against applying the tax to film rentals.

Hub Okays Revised
Version of ‘Line’

BOSTON, May 8.—Oris M. Whitney, Commissioner of Public Safety, has given his approval to the “toned-down” version of RKO’s “French Line,” thus passing it for Sunday showings throughout the Commonwealth.

With the mayor of Boston also passing the new version earlier this week, theatre owners in Boston, the only city in the nation where Leym remain to be heard from, the Mayor there had banned the film for showings in his city but it is expected that he, too, will accept the new version when he reviews it.

Joins Hamburg

Mitchell Hamburg’s son, Michael, who recently returned from a busy last week in London, will report today to the New York office of Mitchell Hamburg to be in charge of his European account; Mr. Hamburg, who is in charge of the office here.
Disney Starts Legal Action Over Use of 'Crockett' Name

By LESTER DIBEFF

The Japanese government is certain to reconsider its limitations on print importation by American film companies before the arbitrary restraints are rescinded, according to Seymour Mayer, Far From the Madding Crowd, producer of The Two Mrs. Carrolls, which is currently screening in the United States.

Mayer revealed that there is strong exhibitor complaint throughout Japan against the film rentals—50 percent for black-and-white pictures and 60 percent for color product. Eventually a sliding scale starting at 50 percent will be put in use by the film companies, he said. "I favor letting the market do it." And Mayer turned here from a four-week tour of Loew's offices in Japan, where he was told that the Japanese limitation of 12 prints for each American picture, as the ruling in the U.S. companies in that market.

18-Print Capacity

He said that Loew's International business in Japan during the first quarter of the 1955 calendar year was 25 percent of the 1954 period.

"There are no print limitations throughout the world with the exception of Japan," Mayer said. "In Perspecta sound and the Technicolor process the Exhibitors Council has set the requirements in key situations now are equipped," Mayer brought up the subject of television and disclosed that Japanese theatres are not at all affected by the high prices for TV receivers are too much for the average Japanese citizen. However, he said, many public places have installed TV sets and draw big crowds when a baseball game is played.

Wineland Acquires Maryland Drive-in

WASHINGTON, May 8—Wineland Theatres, Inc., has made an offer to open, new expansion policy with the acquisition of the ABC Drive-In in the Oxon Hollow, Md., area, according to president Lloyd J. Wineland.

The circuit already operates seven indoor theatres in the Washington area. The drive-in was acquired from a syndicate headed by Jack Silverman of Altmoa, Pa., and Paul B. Crownin of Washington. Douglas W. Mellott, manager for the former owners, will continue in that capacity for Wineland.

First Quarter TV Production Up 50%

WASHINGTON, May 8—Television manufacturers during the first quarter of 1955 was more than 50 percent above the like period in 1954, according to the Electronics Television Manufacturers Association. TV set output for January, February and March totaled 2,185,252 sets, compared with 1,414,118 in the corresponding period of the last three months last year, RETMA reported. Output for March was put at 831,526 sets, compared with 762,514 in February and 599,606 sets last March.

By WILLIAM PAY

LONDON, May 8.—The financial report of the National Film Finance Corp., which is the maximum lender for independent film financing, showed loans of £1,730,901, advanced of which 58 percent, or £1,077,900, were paid back to the companies during the fiscal year ended March 31 last.

The loans aided in financing 56 films, which included 13 short subjects.

Totals 6,000,000 Pounds

With £184,579 borrowed from the Board of Trade, in addition to £577,401 borrowed from bankers, NFFC had the maximum loan of £6,000,000, which it is legally permitted to borrow from the Board of Trade, and £2,000,000 is authorized to borrow from private sources.

NFFC's profit and loss account has a new income of £255,321, exceeding its expenditures by £204,794. Provision of £61,594 for losses leaves a deficit of £112,102. The provision for losses includes £238,000 to Group Three, Ltd., experimental film production, which is the Agency's supporting body. The total deficit for the year was £3,780,515, representing the cumulative loss to date, the report pointed out.

The report also states the appointment of a receiver for the old British Lion company, £2,900,000 was written off the original £10,000,000 loan to E-L, which now is a wholly owned NFFC subsidiary. It is anticipated that under present conditions NFFC's funds are sufficient to enable it to continue to the end of its present statutory life in 1957.

Tax Reduction Imperative

The report emphatically states that financial problems will not be solved by making it essential that they receive a materially larger share of any increase in profits. It gives as the first priority the fit. The report also welcomes the imput given the boxoffice by the development of the Technicolor process, which has been acquired by NFFC is willing to consider applications for financing of films to be made in any of the new techniques. It has already participated a financing of the four CinemaScope films.

David Kingsley, NFFC managing director, told newsmen that British producers would be in a very poor situation without the Eady Fund. He admitted that the most successful producers no longer needed aid from NFFC but pointed out was this a good trend. He expressed concern over American distribution of British films, though British Lion films are still distributed there, but this arrange- ment is presently under reconsideration.

Now at Four Annually

Kingsley maintained that while Group Three's losses are high, the results it has achieved as a training school for new creative talent are encouraging. Nevertheless, Group Three's continuous production program now has been curtailed to four pictures yearly.
Variety Club News

WASHINGTON — Mrs. Richard W. Nixon, wife of the Vice-President of the United States, will be honored here today as "Variety's Mother of the Year" at a Mother's Day Luncheon to be given by the Variety Club of Washington at the Shoreham Hotel. More than 250 are expected to attend.

ALBANY, N. Y. — The Variety Club program for March, focused on the lobby floor of the Sheraton Ten Eyck Hotel were inspected by members following a dinner in the hotel this week. Jules Perlmutter, retiring chief banker of the club, was presented a camera and film projector by his colleagues as to whether who praised Perlmutter's achievements during two consecutive terms.

TORONTO — The Hamilton, Ont., Theatre Managers Association made the presentation of $1,000 from the proceeds of the recent benefit performance of Errol Flynn and his Hal Lunt to the Toronto Variety Tent for Variety Village Vocational School for handicapped boys. Chief Barker H. L. Mandell accepted the donation from Al Ford, manager of the Palace.

CLEVELAND — Variety Club will hold a stag gin rummy Calcutta tournament in the Hollenden Hotel in cooperation with the Cleveland Press Club on May 13. A buffet supper will be served. Danny Rosenthal, Variety Club on Friday. A buffet supper will charge of the event.

Toll TV Film

(Continued from page 1)

exhibitors from Washington and Maryland, and the minutes of the meeting were released over the weekend by A. Julian Brylawski, who presided.

Cohn noted that Zenith Radio Co. had made a film giving the side of the mediator, and told the exhibitors that "our industry is also in the process of making a film that will present our side of the situation. He said the people in charge of making the film in New York were anxious to know the exhibitors' views as to whether Fay Emerson was the right person to be in the film. The exhibitors present hailed the idea of the trailer, according to the minutes, and said Miss Emerson would be a good choice, since she had attained her popularity through the medium.

Cohn also urged the exhibitors to start a mass letter-writing campaign to the National Broadcasting Commission to offset the campaign being staged by Zenith. Referring to the heavy volume of mail being handled by Zenith, he said this indicated a great deal of reliance by Zenith on the massing of public opinion, and that he felt the motion picture industry itself, too, "must assert itself and write letters." So far, he said, the industry had not, to his knowledge, done so.

"Cohn brought out," the minutes report, "that while the commission need not be swayed, it is important that they cannot ignore a tremendous number of opinions, and that we must have our share of letters in front of them." Brylawski urged those present to urge acquaintances in and out of the industry to write the commission. Cohn also suggested that a letter to a newspaper editor of a local newspaper "can be of tremendous help in our endeavor to play down the media's reasons for opposing toll TV."

The National Association of Radio and Television Broadcasters is the industry's strongest ally in the fight against toll TV, Cohn told the group. He said the NARTB probably was stronger than either Zenith or the exhibitors. SIMPP Remains in Favor of Toll TV

The Society of Independent Motion Picture Producers remains on record in favor of toll television, Ellis G. Arnall, SIMPP president, stated here at the weekend.

Arnall referred to the SIMPP board of directors resolution in favor of toll TV which was passed a number of years ago. He said that resolution stands unaltered and that there are 38 member producers currently of SIMPP.

SIMPP Seeks Parley Rejections

(Continued from page 1)

Wants Free Importation

They are: Free importation into Italy of independently-produced American films; the same guaranteed rate of remittances as allowed for from the Picture Export Association, and the availability of the "use" provisions of the MPEA pact, under which MPEA member companies are allowed to make compensation deals in order to get out blocked funds.

Arnall explained that all earnings in Italy of SIMPP member companies have been blocked since Sept. 1, 1954, the effective date of the two-year MPEA Italian pact. SIMPP, Arnall continued, was not a party to that agreement. The current negotiations, he added, marked the first time that SIMPP has attempted to conclude a pact with Italy as a separate entity, although SIMPP in the past has had such agreements with France.

Cities MPEA Pact

Explaining the independents' desire for a minimum guarantee in remittances, Arnall cited the MPEA pact under which $3,000,000 in remittances is assured yearly to MPEA member companies. SIMPP would like a similar rate in assured remittances, Arnall stated.

The SIMPP president, who departed for his home in Atlanta at the weekend, said the next move would be to contact representatives of the over-all Italian production-distribution organization. After action by the MPEA board, the SIMPP board would have to pass on the tentative agreement, he said.

O'Brien Resumes TV

George O'Brien shortly will resume his starring role in the TV Western series "Rifleman," which was interrupted for the period of his duty in the Navy, it was announced here at the weekend by Nat Liebeskind, general manager of Times Television. O'Brien was in the middle of preparing a television series which was interrupted by a four-month tour of Navy duty.

Common, Preferred Dividends by RCA

A quarterly dividend of 25 cents per share on the common stock of Radio Corporation of America has been declared July 1, to holders of record on June 17, was announced by David Sarnoff, chairman of the board, at a regular meeting of the company's board of directors.

At the same meeting, a dividend of 87 1/2 cents per share was declared on the first preferred stock for the period July 1, to Sept. 30, payable Oct. 1, to the holders of record on Sept. 12.
This Fellow Wants 'Description' TV
WASHINGTON, May 8.—It's possible that some of the people writing to the Federal Communications Commission and urging approval of subscription television don't really know what they're asking for. At least 250 post cards have been sent to the FCC to approve "description" television.

Zenith program and is signed by Sponsors of Free TV. One post card was mailed to the commission by commander McDonald, who called it "the most vicious and unfair tactic I have ever seen in the course of consideration of a public issue." Zenith was investigating the source of the post cards and would bring the facts to the FCC's attention when it obtained them.

Other evidences of organization behind the mailings. More than 300 favorable letters were sent in from Pitts- burgh the two days in April. Two or three dozen were written on the stationary of the Federal Reserve Office. A similar number was written on ruled paper, the kind used in elementary school classrooms. There were post cards addressed to the children. Almost all the Pittsburgh letters said, "The plan for public service is getting out of hand," or "I am not satisfied with the plans." From Raleigh, N. C., some 70 typed post cards favoring toll-TV were mailed within two or three days last month. All seemed to have been typed on the same typewriter, and although the message on each was different, the readings were identical. In addition, there was a number of post cards with hand-written and sent in from towns near Raleigh at about the same time.

From Knoxville, Tenn., more than two dozen letters came in at the same time asking for commission approval of toll-TV. Half of them were written on identical sheets of ruled paper. All said about the same thing: "McClintock, the keynote speaker, sent a dozen identical letters, each capitalizing the same words, appeared simultaneously favoring approval. And from a Wisconsin town, several dozen signatures appeared under a favoring letter. Many letters stated the one point "asked to let you know how we feel about subscription television." It was told the same thing showed on the opposition side. Five or six theatre owners sent in printed form letters urging the FCC not to approve toll-TV and a batch of post cards from Princeton, W. Va., asks the same thing.

Columnists a Factor
Some of the bulk mailing can be credited to the magazines. It is not too much to say that the reader Digest" article on toll TV. This is the same organization which has followed up its original March 30 mailing to its dealers with a very recent briefing. A circular in the file asks dealers to write to the commission asking for authorization of toll-TV and then to send copies of the letter to their local représentants. "Make yourself known as an authority on subscription TV," the circular says, and "talk it up."

Mostly from Individuals
Writers for a few exceptions the letters still come from individuals and individual business men. The Chicago Symphony Orchestra, "Colliers," "Pon- tom," "American Broadcasting Association," Metropolitan Opera Association, dean of several institutions and several university music departments have so far voiced approval of subscription TV. A half dozen chambers of commerce and merchants associations have opposed it.

Asks FCC to Buy His Mouse Traps
WASHINGTON, May 8.—There's no telling what ramifica- tions may come from the post card campaign to get the public writing letters to the Federal Communications Commission asking for FCC approval of subscription television. One Californian sent to the commission Zenith's printed sheet which excoriated the motion picture exhibitors for opposing toll TV. The man was writing to forego an opportunity for advertising his own product. He enclosed a letter outlining the motion picture's "seeing" the nation. The post cards are being used to convince the FCC of the need for a "mouse trap," at a cost of $3.30 per trap. "Help distribute them over farms and villages," he urged. "Let's all do it!"

Agniew Report
(Continued from page 1)
request of the Secretaries of the Army, Navy and Air Force, Eric Johnston, president of the Motion Picture Association. Agnew reported the Civilian group, which was headed by film executive Neil Agnew and consisted of 10 experts from the Motion Picture and Photographic fields. During its five-month study of the problem the team visited more than 75 installations across the country.

Details of the Agnew committee: Report. Agnew committee was reported to the committee recom- mended that a considerable saving could be achieved by using existing sources for a percentage of motion picture production. It was also under- stood that the committee recom- mended that the attendance and photographic board with authority over the plans and programs of the Motion Picture Service of the three defense departments.

The Agnew report was submitted to the Pentagon early last summer. Each service spent considerable time study- ing it. Then each service made its own analysis of the report. These analyses were gone over by top-level representatives of the services and what emerged was that neither the Army, the Navy nor the Air Force was in agreement with the report at all and that no service could find any area in its photographic and motion picture pro- gram where the department's budget could be cut.

In the THEATRE
Equipment & Refreshment World . . .

BERNARD "BARNEY" SHOLTZ
well-known in the theatre equip- ment field for many years, has acquired an interest in the New York and has been appointed vice-president in charge of sales. Having been with RCA for 25 years, Sholtz retired a little over a year ago as sales representative of its Theatre Equipment Division. Under the direction of M. D. "Doc" Faige, the company had steadily increased its line of equipment until it now includes carpeting, seating and advertising equipment, as well as projection equipment. In his new post Sholtz will spend much of his time field calling upon dealers and exhibitors.

New and larger quarters for its New York home office have been acquired by Neuman Products Corp. in the Fisk Building. The move will be made on May 9th, ac- cording to Oscar F. Neu, president of the company, which produces motion picture accessory equipment, beef and expansion of its facilities in Buffalo have already begun. New installations are underway for similar expansion of its Long Island City factory, it is reported.

The new 14-column "Ambass- ador" cigarette vending machine is now in full production at the Royal Manufacturing Co.'s Wheeling, N. J., plant and is available in all markets, according to Charles H. Brinkmann, vice-president in charge of sales. The unit features an illuminated shadow box for displaying four cigarette brands in individual vending-lined cases, known as the "Shoebox." It ac- commodates 510 packs of all cigarette brands and types. It comes in char-coal gray, dark blue, lavender or green and dark wood grain finishes—all set off by bright red knobs.

New for drive-in playgrounds is a toy hand-operated train car made by the Charles William Doepleh Manufacturing Co., Cincinnati. Supplied with four feet of chain, it is called the "Yardbird." It is designed to hold two youngsters at a time for a ride. The handle is made of 18-gauge steel; the track consists of two metal rails, 8 inches apart and held together with wooden ties to form a circle 12 feet in diameter.

Henry Heide's "Jujyfruit" candy is now available in a "dime-size" package of 16 count cases. The new one is packed in 500 count cases and the 100 count cases. The company reports that initial response to the larger size is indicated and will be a success-ful supplement to the 5c type.

Para. Stockholders
(Continued from page 1)
asked by management to increase the number of directors to 16 and recom- mend a vote against a proposal by stockholder John Campbell Henry that the auditors of the corporation be elected by the stockholders' meeting instead of by the directors.

Balaban informs stockholders that nominees for the board of directors are himself, Y. Frank Freeman, A. Conner, Goodyear, Stanhope Griris, Duncan G. Harris, John D. Hertz, Earl J. McIntock, Maurice Newton, James P. Dunn, George O'Brien, George Weltner and Adolph Zdon.

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Delivering sharp, bright pictures to the giant screens of drive-in theatres is a problem — even with the finest projection equipment. But there's a way you can meet this challenge of greater screen areas and longer projection throws.

First, make sure that every component in your projection system is maintained in perfect working order. Second, be certain that your lamps are trimmed with "National" carbons — so small a part of your operating cost ... so large a part of picture quality.

Always order your "National" projector carbons by number from the popular line listed below:

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"NATIONAL" CARBONS FOR DRIVE-IN THEATRES

<table>
<thead>
<tr>
<th>Positive Carbon</th>
<th>Catalog Number</th>
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<tr>
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NATIONAL CARBON COMPANY
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Sales Offices: Atlanta, Chicago, Dallas, Kansas City, Los Angeles, New York, Pittsburgh, San Francisco
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STARR CONFIRMS TOA'S CHANGE OF ATTITUDE ON GOVT RELIEF

Official confirmation of a change in attitude among the leaders of the Theatre Owners of America (TOA) in going to the Federal government for relief was revealed here yesterday by Alfred Starr, chairman of the TOA's executive committee, who declared that "desperate men do desperate things."

Speaking at a meeting with the trade press, Starr declared that "I have an open mind" about TOA joining Allied States in a bid for U. S. regulation of the motion picture industry. It was reported in the Morocco Picture Daily in late April that some TOA officials were not opposed to the Allied proposal if other efforts, such as the industry roundtable conference to discuss mutual problems, failed.

TOA president E. D. Martin presided over the meeting (Continued on page 4)

Rothman, Bickler To Top UA Sales Posts in UK, Paris

From THE DAILY Bureau

LONDON, May 9—United Artists' international sales convention set that sales and promotion plans for the company’s cut product line up ended here today with Arnold M. Picker, vice-president in charge of foreign distribution, announcing the appointments of Mo Rothman as Continental sales manager and Dave Bickler as sales manager in Great Britain.

Rothman, who will make his headquarters in Paris, joined UA in October, 1952, as assistant to Alden Levine, head of UA's sales division in Europe.

To London in 1957

New York Will Be Host to Variety Clubs Next Year

From THE DAILY Bureau

HOLLYWOOD, May 9—New York will be the scene of the Variety Clubs International Convention in 1956. The 1957 convention will be held in London.

Martin Levine, of Brandt Theaters; Jack Hofberg, New York film distributor; Tony No. 35 delegates and Edward Lachman, national distributor for Lorraine Orlux, Carbonara as an executive committee member at the TOA's luncheon meeting in New York City last week. It was reported last night that Terry, whose Terry shows are distributed by 20th Century-Fox, began his career as a newspaper cartoonist and illustrator for San Francisco newspapers. In addition to his motion picture activities, Terry turns out a syndicated strip for King Features, "Barker Bill," which appears locally in the New York Daily "Mirror."
JAMES E. PERKINS, manager in the British Isles for Paramount International, is scheduled to arrive here from London in the B.O.A.C. Monarch.

MARTIAL B. HUNTER, president of the Western Theatre Circuit, Cleveland, will leave New York by plane May 22 for Europe and Israel.

L TERI LOUER, general manager of United Artists foreign department, will return to New York by plane today from London.

LARS MORKULL, member of the L.A. police-staff, is the father of a boy born to Mrs. Morkull at Doctors Hospital.

A. L. PRACTHETT, Paramount's Latin America division manager, has arrived in Hollywood from Mexico City.

JACK HAYDEN, manager of the Stanley Warner Palace Theatre, Danbury, Conn., is recuperating from a heart attack.

A. J. BRONSTON, of the East Hartford Family Drive-in, South Windsor, Conn., has returned to Hartford from Arizona.

HERBERT ORCHIN, of American Broadcasting-Paramount Theatres, is the father of a daughter born to Mrs. Orchin at Doctors Hospital.

MALCOLM BROWN, M-G-M art director, returned to the Coast yesterday from New York.

JAMES WHITE, of the Plaza Theatre, Windsor, Conn., was married there to Lillian Avery.

GLENN FORD is due in New York at the end of the month from Hollywood.

J. B. MAHOR, producer, has arrived here from London via B.O.A.C.

See End of Labor Bill Hearings Next Week

WASHINGTON, May 9. — The Senate labor subcommittee considering the wage bill hopes to wind up its hearings early next week, chairman Douglas (D., Ill.) said today. Witnesses from front of the Senate testimony Wednesday, according to the present schedule, today or Tuesday of next week. Labor Department officials will return to the stand for further statements, and there will be the end of the hearings, Douglas declared.

Filmmakers to Make Four Films in '55

With the starting of production next Tuesday on "Battle Bull," filmmakers have planned projects for the delivery of features this autumn. The film was shot here yesterday by Irving Levin, president, and Harry L. Manfield, vice-president, who will go on location tomorrow. "Battle Bull" will be produced in SuperScope on the biggest budget to date for filmmakers, more than $1 million. Its production was costed correctly. To the relief of the financiers, it was stated, neither exhibitor nor distributor has come up with an alternation for the production. While the project was not discussed currently. To its own purposes, it was stated, industry plans to negotiate clearances allowed to move Baroness in the nation's theatres are dead at the present time.

Another factor against the reopening of the West Coast is the announcement of Walter Swan from government service. As deputy assistant to the Secretary of Defense, Swan had conducted the protracted, unsuccessful negotiations with the industry.

Rowley Named V-P Of UA Theatres

Appointment of Edward H. Rowley, Sr., president of Rowley Theatres, Inc., of Dallas, as executive vice-president of United Artists Theatre Circuit, Inc., was announced by George P. Skouras, president of UA-TCT.

In 1916, Rowley and Harold B. Roche purchased the palace at San Angelo, Texas. This was the beginning of the Robb & Rowley circuit. United Artists Theatre Circuit, headquar ters to which it is now assigned, is an interest in the circuit in 1937. Robb died in 1944. The Robb family interest in Paramount in the circuit were bought out in 1951 and the corporate name then became Rowley United Theatres, Inc. That corporation now owns 145 theatres and drive-ins in 37 states in Texas, Oklahoma and Arkansas.

Ed Sullivan to Make Picture for Warners

Ed Sullivan, Broadway columnist and manager of "Roast of Mayor of "The Town," has signed an agreement to produce an independent picture for Warner Brothers. Distribution of the film will star Sullivan and will be filmed at the Warner studios in Burbank.

Arnold Grant, attorney, handled the negotiations between Sullivan and Warner brothers for the projected picture. Casting will get under way immediately and production is expected to start about Oct. 1, was said.

J. Don Alexander Dies in Colorado

COLORADO SPRINGS, Colo., May 9—J. Don Alexander, 70, Alexander Film Co. president, died in a local hospital from a heart attack. Alexander started in the advertising films business in Keokuk, Ia., with a kerosene projector, moving to Spokane, Wash., to Englewood, Colo., and to Colorado Springs following a disastrous fire. Alexander was a member of the executive council of the International Screen Advertising Serv ices. He is survived by his wife and four sons, Don, Jr., and John, both Alexander Film Co. officials, and Guy H. Pascale, production manager; Hubbard, the Vue-Cine, Vine Building, Samuel D. Berns, manager; William R. Beaver, editor, Hollywood 7-3245; Chicago Bureau, 129 South LaSalle Street, Urban Fuller, Advertising Representative, 6-2-204, Washington, J. A. Owen, National Press Club, Washington, D. C., London Bureau, "Our Quigley Publications; Motion Pictures, and Better Refinement Merchandising; each published 10 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fiance. Entered as second-class matter under act of March 3, 1879. Subscription rates per year, $6 in the Americas and $1 foreign; single copies, 10c.

See Death of Army 'Clearance' Plan

No alternative plan to cut down military theatre competition is being considered by the industry for presen to the Defense Department, it was learned here yesterday.

Since the rejection of the Defense Department's request for the cancellation of the agreement was granted, neither exhibition nor distribution has come up with an alternation for the production. While the project was not discussed currently. To its own purposes, it was stated, industry plans to negotiate clearances allowed to move Baroness in the nation's theatres are dead at the present time.

Another factor against the reopening of the West Coast is the announcement of Walter Swan from government service. As deputy assistant to the Secretary of Defense, Swan had conducted the protracted, unsuccessful negotiations with the industry.

Film Stock Trading Reported by SEC

WASHINGTON, May 9.—Trusts controlled by each of the three Warn er brothers, each bought shares of WARNER Brothers Pictures common stock during March, according to the SECurities and Exchange Commission report on trading in company stocks by officers and directors.

At the end of the month, Albert Warner exchanged 5,000 shares of his own name and 32,700 through trust accounts. Harry M. Warner owned 29,850 in his own name and 3,100 through trust accounts, and Jack L. Warner owned 295,390 in his own name and 13,400 shares through trust accounts.

Abraham Montague sold 2,400 shares of Columbia Pictures common, dropping his holding to 27,500 shares, while a partnership of which Charles Schwartz is a member sold 1,000 shares, retaining 10,000. Y. Frank Freeman sold 100 shares of Paramount Pictures common, keeping 1,400. Irving H. Greenfield acquired 100 shares of Paramount common and F. Joseph Huller acquired 400, for holdings of 150 and 500 shares respectively. Herbert E. Herrman bought 5,000 shares of Trans-Lux Corp. common, keeping 1,000.

Para. to Use New Lens from Japan

Hollywood, May 9. — Paramount reportedly is the first studio to acquire the new "16x1" Japanese Fujinon lenses which is said to permit shooting under any conditions with an absolute minimum of light. Michael Curtiz, producer and directing Paramount's "The Kiss-Off," Carol Ohmart starring picture, consequently will be able to film the VistaVision picture at various places in its actual Los Angeles locales.

Where heretofore it has been necessary to use supplementary lighting pulling from 2,000 to 5,000 watts, the Fujinon lenses require only one or two lights. The Coleco mounted has completed exhaustive tests of the new equipment, obtaining foot- age in daylight, interiors, at night and in driving conditions of light. In real competition, it is pointed out, that the Fujinon lenses will be of real value in some sections of the country.
Worth Holding!

HOLD-OVER HIT!

HELD OVER! WASH., D. C.!
HELD OVER! BALTIMORE!
HELD OVER! INDIANAPOLIS!
HELD OVER! BOSTON! (2 Theatres)
HELD OVER! CLEVELAND!
HELD OVER! KANSAS CITY!
HELD OVER! SAN FRANCISCO!
HELD OVER! BUFFALO!

The Hold-Overs Are Pouring In! More Every Minute For M-G-M’s Giant Romantic Spectacle!

“THE PRODIGAL”

In COLOR and CINEMASCOPE!
TV -- Radio

with Pinky Herman

NBC has started a multi-million dollar talent and show development project and one of the major phases is the search for comedy writers. "The search for promising young, or old comedy writers is the first and most critical phase," said Leonard Hole, NBC's vice-president for creative development. Officials of the so-called 'new' series have been particularly interested in finding a new talent for the motion picture box office dollar. Leonard Hole, NBC's vice-president for creative development.

Zenith

(Continued from page 1)

as a defender of free television, instead of "happily admitting that this so-called committee was created a few weeks ago by motion picture theatre operators for the sole purpose of trying to stifle a potent new competitor for the movie box office dollar.

Zenith president E. F. McDonald, Jr., yesterday released an exchange of telegrams with Robert C. Cofeson, president of the Hollywood Advertising Club, who issued the invitation. McDonald also released copies of an appeal by theatre owners for funds to fight subscription TV which was sent on April 11 by the Committee Against Pay-As-You-See TV to all exhibitors in the state of Texas.

"These documents were not intended for the eyes of the public--they were intended for theatre owners only," McDonald said. "They show conclusively that the movie theatres only motive in opposing subscription TV is their fear of box office competition."

Cautious Regarding Industry

In the telegram refusing the debate bid, Zenith charged that "the movie theatre organizations which formed this so-called committee have a long record of fighting TV in any form, even to the threat of boycott by refusing to play films produced by companies that sell any of their product to TV."

Zenith stated that Theatre Owners of America, Inc., is author of a proposal that theatres, through theatre TV, monopolize for themselves all major events, Broadway plays, grand opera, etc.

The Zenith telegram stated that these TOA statements provide ample proof that the theatre owners are opposed and unfriendly to home TV, adding that their success in beginning to take back control of the movie business from home TV is demonstrated by the fact that the May 16 championship fight between Marciano and Cockell will be shown exclusively on TV, and the admission prices ranging from $3 to $10.

The telegram charged the theatre owners with threatening the public with a number of different names designed to conceal from the public the true nature of their opposition to subscription TV, and stated those "false fronts" were all created by theatre owners and financed through a huge war chest.

Hoover Reelected

(Continued from page 1)

a doughy guy, and Judge William McCraw, Dallas, executive director. Robert Adelman of Philadelphia was elected international secretary.

The barker's passage expressed sympathy for the family of the late Charles Shkuray, a founder of the Los Angeles tent.

Frances Horwich

The Ray Bolger Show," consisting of 60 half-hour telecasts will be nationally distributed by ABC Film Syndication and will be available immediately after the fall ABC season. In a short six weeks, Herb Sheldon's "Sheldon at Six," seen Tuesday, Thursday and Friday over NBC, is acquiring a steadily increasing audience among the teen-aged.

Attendance

(Continued from page 1)

decreases in theatre attendance today, which has been generally bad, and the rapid decline of theatre attendance since March 1, necessitated a discussion between exhibition and distribution on this matter, Starr flatly stated.

"We (exhibition) want to discuss in detail, and as a matter for open to the industry if the public continues to lose the motion picture theatre, and at the same time the public is not satisfied, it is better to discuss the matter of this matter, " the TOA topi stated. "Regardless of the results of the meeting from company presidents, we will meet with ABC and NBC and NBC."

"All responsible heads of film companies should be willing to discuss this because all are vitally concerned," Starr said.

Notes Feeling of Desperation

"There seems to be an entirely unwarranted misappraisement of what we are discussing at this roundtable conference, which was first proposed by Al Lichtman on behalf of distribution," Starr continued. "Even though we are now discussing the feeling of desperation among exhibitors, a crisis, we are not in a position to talk about this crisis as a means of going to a high level meeting," adding that it is up to distribution to announce an agenda. Starr said that he could speak for the entire TOA-Allied committee, which asked the May 21 conference, in stating that the purpose was not to discuss sales policies, but to face the public's apparent losing of the motion picture habit.

Says 'War Chest' is Small

Commenting on subscription television, chairman of the Committee Against Pay-As-You-See TV, said "that for the first time, the proponents of toll television are on the defensive. We have exposed the inherent fallacies of the medium." Starr said that the committee will operate the Federal Communications Commission with a carefully documented case against subscription television, which he said is a "war chest," but adequate for its purpose. The dissuasion will be submitted to TV at the Hollywood Advertising Club next Monday.

Starr Confirms

(Continued from page 1)

viously had stated that "the officers and directors of TOA will seek relief through any other means necessary" in his announcement calling for the industry. In an official interpretation of Martin's declaration was that it was considered as a veiled threat to distribution for an improvement in the relationship with exhibition.

Still Hopeful

(Continued from page 1)

Starr stated that "arbitration is a substitute for litigation. Al Lichtman's proposal to arbitrate rentals of small accounts up to $50 is a step in the right direction."
Brotherhood

(Continued from page 1)

the absence of J. Robert Rubin, who was called out of town by the illness of a member of his family. This year's program was presented by H. Harris of Pittsburgh, this year's campaign chairman, also was unable to be present, having been detained in Los Angeles for the annual convention of Variety Clubs International last week.

National book collections by theaters amounted to $115,000 this year—"the largest ever," Frisch reported. Of this sum, $45,000 was contributed by the New York area. He commended the campaign work of Harris, Spyros Skouras, Jr., exhibitor chairman; William J. Healey, associate chairman; and Charles Smadzik of the Stanley Warner Northern New Jersey division.

Presented by Skouras

Skouras presented U.S. Savings Bond and theater managers whose houses accounted for the highest individual cash collections. The bonds were distributed by distribution companies. Skouras said, observing that it was one of the "rare instances of a distributor giving something to an exhibitor" and adding that he hoped it established a precedent which would be followed.

To awards of $150 in bonds went to Irving Gold of the KKO 86th St. Theatre which collected $1,600, and John Boxer of the Skouras Academy Theatre, which had $800. Eleven others received $100 bonds and 22 received $50 bonds.

On the dash at the luncheon in addition to Frisch and Skouras were: John J. Connolly, Adolph Schmuck, Russell V. Downing, Eugene Picken, Sam Rinzler, Gerald Shea and Smadzik.

Rothman, Bickler

(Continued from page 1)

to Charles Smadzik, vice-president in charge of European production, when the latter was Continental manager of the company. Prior to his association with United Artists, Rothman was European representative of Edward Small Productions.

Bickler has been in London and will go to Paris in September for the Cannes film festival.

The seven-day session in the Savoy Hotel, which brought together more than 150 UA executives and representatives from Europe, the Middle East and Africa, launched the first world-wide series of sales meetings in the 36-year history of the company. Conventions will be held this summer in Tokyo and Rio de Janeiro.

Offer 'Free TV Clips on 'Soldier'"

Two special filmed subjects for TV promotion of 20th Century-Fox's "Soldier of Fortune" are being made available for exclusive use to all domestic TV stations this month, it was announced here yesterday by the company.

The first TV promotional subject dramatizes the Far Eastern flavor of the Buddy Adler production, while the second is a TV preview of the CinemaScope picture, with author Ernest K. Gam doing the introduction.

Review

"The Shrike"

(Continued from page 1)

A PERFORMANCE of unusual power and range by Jose Ferrer distinguishes this unusual and somewhat perplexing film. Opposite him, June Allyson plays the smooth fashion the role of the possessive wife who destroys her career and almost the man. After her many popular roles as the warmly ardent, self-sacrificing wife, this complete reversal in casting may be difficult for a large segment of her following to accept. On the other hand, they may like the change of pace but their reaction, in any event, will be interesting to mark.

The film is based on the long-run Broadway play, winner of a Pulitzer Prize, which Ferrer presented, directed and starred in. It is a prime vehicle for display of the considerable and polished Ferrer talent. He portrays a young libel of high moral repute, in the acts of his marriage to Miss Allyson. In various unobtrusive ways she begins to impose her will upon his work until his career suffers, his confidence in himself is shaken and, eventually, he thinks of himself as a failure and separates from his wife. The Ketti Frisch script, with a young actress, played by Jo Page, but unable to effect a divorce or to resume his career, he becomes despondent and attempts suicide. He recovers and is committed to a psychopathic ward. Though sane and capable of beginning a new career on his release, Miss Allyson refuses to help effect his discharge fearing that he will return to Miss Page. In desperation, Ferrer promises his wife he will end the affair with Miss Page and she obtains his release. Meanwhile, in interviews with a psychologist, Miss Allyson comes to realize her responsibility in his husband's predicament and the way to a new start for husband and wife is opened.

Ferrer's direction is effective, is punctual in sequences covering psychiatric examinations. Ferrer's roles are well filled by Kendall Clark, Isabel Booner, Jay Barney and Somer Alberg as doctors; Ed Platt as Ferrer's brother; Will Kuliva, Martin Newman and Joe Condore as inmates.


SHERWIN KANE

Technicolor

(Continued from page 1)

formed foreign sales managers that negotiations are in an advanced stage with interests in Rome and Bombay. Technicolor, it was added, expects to complete the negotiations in the near future to have laboratories built and the operation in both of these countries.

Foreign sales managers also were said to have been informed that a preliminary decision has been reached to provide release print requirements to all countries in the Far Eastern territories. Technicolor was said to have explained that in addition to the two Technicolor laboratories now in operation, in Hollywood and London, another Technicolor plant will come into operation this summer in Paris. All of these establishments, the company was reported to have said, will be in a position to supply a complete Technicolor service covering all phases of photography and release printing.

N. Y. to Be Host

(Continued from page 1)

members and wives from the U. S. and six foreign countries.

Two-day survey of the occasion will be the premiere of a Broadway show and plans to use the United Nations auditorium for the Humanitarian Award meeting.

NOTICE TO ALL EXHIBITORS

We plan shortly to put into production a new feature length black and white motion picture, tentatively entitled BATTL-E HELL, starring Wendell Corey, Mickey Rooney and Don Taylor. This picture will be made in the SURNESCOPE process, directed by Lewis R. Foster and has been written for the screen by Robert C. Lewin. It is the vital story of three men in battle and how it changed their lives.

At this time we are soliciting offers from theatres everywhere to play this picture. Upon telegraphic request, we will mail the synopsis of this story.

We plan to release this picture on or about August 15, 1955. Any theatre operator who is interested in playing this picture should write us prior to Tuesday, May 17, 1955, making an offer to license the picture for exhibition. In such offer he should identify the theatre, giving its seating capacity and state the terms he offers for playing the picture in such theatre. If any offer so made is acceptable to us we shall advise the theatre operator and send him our usual form of picture licensing agreement incorporating all phases of such offer, within the period of seven (7) days.

FILMMAKERS RELEASING ORGANIZATION

233 SOUTH BEVERLY DRIVE
BEVERLY HILLS, CALIF.
Make the Highway Your Advertising Byway!

PUTS YOUR SHOW "ON THE ROAD"!

TRAVEL-AD is the answer to covering all the automobile traffic for big Drive-In draw... and a "natural" to pull street and pedestrian traffic for conventional theatres. Can be hung under your marquee, too! Get all the information on how you can mobilize your advertising with TRAVEL-AD from your nearest N.S.S. Exchange today.

NATIONAL Screen SERVICE
Pride Baby of the Industry
Initial Reaction
Find Company Heads 'Cool' To Latest Bid
Joint TOA-Allied Wire CITES 'Misconception'
By MURRAY HOROWITZ
Distribution, in the main, met exhibitors' latest overture for a round-
table industry conference with cautious coolness, according to a canvas
of distribution sentiment conducted by the Motion Picture Daily here yester-
day. A joint Allied-TOA telegram to company presidents asked for a re-
consideration of their rejections.
There were no definite responses, however, from any of the film com-
panies, which left the door slightly open for a possible reversal.
But, according to one film company executive, a reversal by his com-
pany is not considered likely. He maintained that there was nothing in the
new wire to company presidents that would change the picture.
The new wire, signed by Theatre
(Continued on page 2)

Rep. 13-Week
Net $383,207
For the 13-week period ended on
Jan. 29, Republic Pictures Corp. and
its subsidiaries reported a net profit of
$383,207 before Federal tax provi-
sion, estimated Federal and normal
surplus of $450 and a net after taxes of
$362,207, it was announced yesterday.
The company said that for the com-
parable period in 1954, Republic re-
ported a net profit of $500,957 before
Federal tax provision, estimated Fed-
eral and normal surplus of $300,000
and a net profit after taxes of $203,957.

New Ohio Censor
Bill Reported Out
Special to THE DAILY
COLUMBUS, O., May 10.—Two
proposed censorship measures were
reported to the House Judiciary Com-
mittee by a subcommittee here today.
A vote on the measures by the full
committee is scheduled for May 17.
One of the measures is a police bill
amending the penal code to provide
(Continued on page 2)

Withholds Formal Commitment
RESERVATIONS BY
JUSTICE ON E.F.F.G.
Won't Say 'Yes' or 'No' to Divorced Circuits Becoming Investors in Film-Financing Plan
The Department of Justice has declined to give any explicit sanction to investments by divorced theatre circuits in the Exhibitors Film Finance Group, members of the latter revealed yesterday.

Record Billings End
UA Drive; Winners:
N. Y., Cleve., N. H.
United Artists' New York, Cleve-
land and New Haven exchanges have
won the three grand prizes in the Bob
Benjamin drive, it was announced by
general sales manager B. G. Krause,
who co-captained the six month sales
salute to UA's chairman of the board
with William J. Heineman, vice-presi-
dent in charge of distribution.
By capturing first place honors in
the three competing groups, the
branches have earned top shares of
the $50,000 prize money. The winning
(Continued on page 6)

P.T.S. to Continue
Pine-Thomas Org.
The P.T.S., Corp.—named for William
H. Pine, William C. Thomas and
Maxwell Shane—has been formed to
continue the multiple-picture agree-
ment under which Pine-Thomas Pro-
ductions will be filmed for United
Artists release, it was announced by
Arthur B. Krim, president of United
Artists.
(Continued on page 6)

Senate Committee Urged to
Restore USIA Budget Cuts
WASHINGTON, May 10.—U. S. Information Agency director Theo-
dore C. Streibert urged a Senate Appropriations sub-committee to restore
all the money cut by the House from the agency's budget for the coming
year, including the cut in the motion picture program's funds.
He asked for the full $88,500,000
originally sought for the agency for
the year starting July 1. The House
data a budget of only $85,000,000.
Urging approval of the full $4,484,-

P.T.S. to Continue
Pine-Thomas Org.

Talent, Labor
Hit Toll TV
Talent and labor in the theatrical industry of New York City opposed
pay-to-see TV in a resolution adopted by the fact-finding committee repre-
senting more than 25,000 union members affiliated with the
Central Trades and Labor Council.
The action followed a month's study
by the fact-finding task force which
(Continued on page 2)

Toll TV Major Item
At Rocky Mt. Meet
Special to THE DAILY
DENVER, May 10.—The Allied
Rocky Mountain Independent Theatres
annual convention today was addressed
by Rube Shor, National Allied presi-
dent, and Benjamin Berg, Central
Allied president. Both urged exhibitors
not only to take an active part in
Allied affairs but to urge other
independent exhibitors to join Allied
(Continued on page 2)
**Further Overhauling Introduce Bill to Simplify U.S. Customs Procedures**

**Ohio Censor Bill**

(Continued from page 1)

severe criminal penalties for the showing of an obscene picture. The other two proposals, to create a separate state under liberalized procedures and reduced fees but is vigorously opposed by the industry here regardless of Edmund January of the subcommittee, said it would be "hazardous to say we've come up with a bill," adding that the proposals presented great difficulties from the constitutional and legal standpoint. He pointed out that the $40,000 to $50,000 annually, as compared to the $250,000 old censorship law produced, which James described as "too much."

**Sliding Scale of Fees**

Fees in the old measure were $3 for every reel of print. The new measure proposes the same fee for the first print; $3 for each additional print of 5,000 feet or more, and $2 for each extra print of 5,000 to 1,000 feet, and $1 for each 1,000 feet of less. Scientific, scientific and educational films would be exempt.

The measure would set up a board of censors for the district, and narrower definitions of prohibited subject matter in an attempt to comply with recent U.S. Supreme Court censorship rulings. The proposed criteria are to be voted on individually.

The bill requires the board to give producers "findings of fact" and provides that producers may meet with the board to iron out differences. Producers would be given the right of appeal to the courts.

**Six Floors Defined**

The bill defines six floors for reception of obscenity and lewdness and does not define the "differences of crime, including breach of peace, illegal use of narcotic or drugs."

Penalties for failure to pay all customs fees on a reel of tape starting from $250 to $300 for the first offense to $300 to $500 for subsequent offenses.

**Talent**

(Continued from page 1)

delegated members of the various unions to research the claims of permit of $2 for each print. This will be the center of its spotlight of its impact on show business and America's basic economy. The bill represents the signatures of the committee chairman Solly Perlmutter and secretary Milton Weintraub.

Stating among other objections, that the bill would not make the purchase of the airwaves a "free enterprise" the bill would impose a "financial burden on millions of wage earners" in the lower income bracket the committee observed that "effectively and unilaterally the FCC to deny, in the public interest, any and all petitions seeking approval of pay-to-air TV over the 'free airwaves.'

The resolution likewise urged the New York City Council to "act favorably on Resolution No. 44, introduced by council president Abe Stark in opposition to coin-box TV programs."

Eight Unions Represented

Represented by the fact finding committee include Actors Equity, American Federation of TV and Radio Artists, Associated Musicians of Greater New York, American Federation of Musicians, Employees No. 1813, Radio and TV Broadcast Engineers Local 121, Theatrical Authority, Radio and TV Directors Guild, United Scene Artists and others.

The labor unions' fact finding committee also stated its position that the FCC concerning free entertainment, information and educational programs "now enjoyed by millions of invalids, including hospitalized veterans and other shut-ins," which the resolution would "disappear from the airwaves."

**Sign Tomlin for 'Giant'**

HOLLYWOOD, May 10.—George Stevens and Henry Ginsberg, co-producers of Elia Kazan's "Giant," have signed Dimitri Tiomkin to create and conduct the music score for the film.

**'Coolness'**

(Continued from page 1)

Owners of America president E. D. Martin and Allied States Association president Rube Shor, was sent Monday to company presidents who opposed the proposed May 24 meeting in New York on the grounds that they would not discuss individual company sales but instead a general exhibit of distribution that do not encourage licencing on the merits and ability to pay.

**Still Under Consideration**

The "general sales policies" portion of the wire met with the objections of the distribution spokesman who indicated that his company's immediate reaction remained in the negative. He added, however, that his company is considering the wire.

The telegram was sent to Loew's Monday by 20th Century Fox, RKO Radio Pictures and Universal. It was considered significant in trade quarters that not one of the companies was given any immediate affirmative response.

**Two Reported Agreements**

The reason the wire was not sent to Columbia, Warner Brothers, United Artists, and all exhibitors, according to a TOA spokesman here, was that those companies in their replies to the initial exhibit wire used other rounds for the distribution of the proposed proposal, if they did reject or make a reply. It is understood that United Artists and Allied Artists have responded in the affirmative to the initial invitation.

**Meantime, exhibition plans to hold a "pre-conference" meeting on May 25, individual organizational sessions of Allied and TOA leaders to be followed by a joint Allied-TOA meeting.**

**Gilbert to Titanus**

Just announced has been appointed American unit public relations representative by David N. Montgomery, president of The Specialty. He arrived in Rome yesterday to join the production company.

**Weekly Ski Poster Contest**

SHOWPLACE OF THE EAST FOR YOUR SCREENINGS

CUTTING & EDITING ROOMS AVAILABLE

MOTION PICTURE SERVICE, INC.
317 New York Avenue, N.W.
Washington, D.C.

**MOTION PICTURE DAILY**

Wednesday, May 11, 1955

**Personal Mention**

**Further Overhauling Introduce Bill to Simplify U.S. Customs Procedures**

WILLIAM GERMAN, president of the National Association of State Motion Picture Theatres, has been awarded the Empire Award for "Goodwill" by the New York Lions Club. The award was presented at a banquet held at the Hope House in New York on Sunday night.

JAMES JAY, president of the New York Metropolitan Theatre Owners Association, has returned to New York from New York City on Friday.

**Shirley Wilson,** secretary to WALTER MIRSKY, Allied Artists executive producer, was married in New York City on Monday.

**Ernest K. Gann,** author of "Soldier of Fortune," will arrive in New York from the English Channel on Friday.

H. B. Allen Smith, Western Motion Picture producer, has returned to New York from Hollywood.

Paul Flawn, Paramount's manager in Sweden, has arrived in New York from Stockholm.

**Beverly Michaels** has arrived in New York from London.

**Rocky Mt. Meet**

(Continued from page 1)

and thus help movements that will benefit the public. Both pointed out that little could be accomplished in rectifying industry troubles unless officers held back.

Neil Beezley, local president, urged members to work for a letter-writing campaign against the FCC. He said many were still afraid of the red tape of letters to date favor toll television.

Berger discussed industry problems, naming high film rentals as one of the major issues.

The convention went on record as being against toll television and urged a meeting of distributor presidents with committees from Allied and Theatrical Owners of America.

Directors elected included Beezley, Fred Hall, Gus Ibold, Joseph Ashby, Fred Anderson, Lloyd Greve, C. L. McLaughlin, Don B. Peterson, J. K. Powell, W. A. Simon and Tom Smiley, Colorado; Marie Goodwin, Riffert Kerr, Dr. F. E. Rider and Dorrance Schmidt, Nebraska; Burt Lingle and John Wood, Wyoming; Richard Bennett and Lloyd Geyer, Wyoming.

The convention closed with a dinner dance.
**People**

Fenner G. Headley, motion picture industry representative for Du Pont's photo products plant at Parlin, N. J., has been named motion picture sales supervisor for the New York district of the firm's advertising agency, Norman F. Oakley, who becomes special adviser on motion picture sales problems in the district.

Jerome Steed, owner of the Apollo Theatre, Oberlin, O., has turned the theatre management over to his son, Sandy, and is devoting all his time to the Star View Drive-In, Norwalk.

Benedict Kupchuno, of the Kupchuno theatre interests, Hartford, has been appointed Judge of the South Windsor (Conn.) Town Court.

Don McMillan, formerly a cameraman with the RKO Radio Pictures Air Force, has been engaged by Associated Screen Studios, Toronto, as a camera manager covering the Ontario area.

Frank Slavik, owner of the Mame, Theatre, Middlefield, and other Northern Ohio houses, has been appointed a District Manager in that area for Taylor Freezers, dispensers of frozen custard and soft ice cream.

Goldwyn Resigns His SIMPP Membership

Hollywood, May 10.—Samuel Goldwyn, prominent in the formation of the Society of Independent Motion Picture Producers, in 1942, has resigned from membership in the belief that the organization has outlived conditions which prompted its founding, the producer revealed today in a formal statement which read in part:

"SIMPP has served a fine function. However, in recent years many independent producers have been lost to the organization through their affiliations with large companies. SIMPP's area of activity has become quite limited. In view of these conditions, I felt there was no longer the purpose to be served by SIMPP which formerly existed and therefore on Feb. 8 I submitted my resignation."

**Review**

**"Tall Man Riding"**

(Warner Bros.)

ANDOLPH SCOTT stars in "Tall Man Riding," which is a tale of western vengeance developed along predictable lines. It should satisfy the action-logic of fans. While motivations are not always clear, the plot and the action plentiful, which is as it should be in the cinematic West.

Joseph Hoffman's screenplay, based on a novel by Norman A. Fox, focuses on a feud between a despotic land baron, Robert Barratt, and a land-hungry saloon-keeper, joseph Johnstone, a rancher. Both indians falls into the picture a day after an absence of five years, owing vengeance against Barratt who once had him whipped in public because he thought Scott was philandering with his widow. Miss Malone. Her husband, Dorny Malone, also is avenger by refusing to join forces with him and sets about to get Barratt in his own way. Complications arise when the husband of Miss Malone, whom Scott still loves, is killed by the saloon forces and Scott has to vie with the widow. Before that happens, however, there is an eerie duel fought between Scott and Barratt in a darkened cabin because—as Scott learns later to his chagrin—the old man is almost completely blind. In consequent action, Barratt and his daughter are thrown off their own ranch by a technicality in their ownership rights. This in turn leads to a wild land-grab for the newly available property which Scott wins, killing saloon-keeper Barratt in the process, and turns over to his former enemy and future father-in-law, Barratt.

Co-starring with Scott and Miss Malone is Peggie Castle, seen as the belle of Barratt's bar and whose affectation, completely platonic, for Scott carries her to his death. Among others in the cast are Bill Ching, as Miss Malone's husband; John Duhser, as Scott's two-timing lawyer, and Paul Richards, as Barratt's evil trigger-man. David Willard produced and Lesley Sandler directed.

Running time, 83 minutes. General classification. For release June 18.

**25% of Industry's UJA Pledges In**

Twenty-five per cent of the industry's pledges to the United Jewish Appeal of Greater New York is already in, Adolph Schmile, vice-president and one of the officers of Universal Pictures, and chairman of the motion picture and amusement division of UJA, told the union's executive committee yesterday.

The group met at the offices of Bar- ney Balaban, president of Paramount Pictures, to further the plans for the industry-wide luncheon in honor of Major Albert Warner on May 24 at the Waldorf-Astoria.

Impressing the executive committee members with the urgency of the 1955 campaign, Mr. Schmile stated, "I cannot emphasize too strongly one specific point in our industry's drive: This money is saving human lives. It is being used in the prevention of blindness—" (Schmile referred to the UJA medical program in which '600' pairs of glasses are being carried on in African ghetto-communities)."—It is being used to rehabilitate innocent children, to make a healthy environment for them.

"Moreover," he concluded, "we can not underestimate the effect of our industry's luncheon on the campaigns of other UJA divisions. A successful amusement industry affair is of insidi- ous effect in heightening the spirit of other industries and divisions.

**10th Birthday for N. J. Buying Group**

Independent Theatre Service, book- ing-buying organization which repre- sents approximately 90 per cent of the independent exhibitors in the New Jersey area, celebrated its 10th birthday here yesterday with a luncheon, combining the event with the presentation of a testimonial tribute to its president, Lee Newbury.

The luncheon, held at Toots Shor's, was attended by exhibitor members, office personnel and representatives of the press.

Irving Dollinger, vice-president and general manager, has taken personal charge of presenting Newbury with a golf bag, he traced the development of the or- ganization, citing the assistance, financial and physical, rendered by New- bury.

A birthday cake with 10 candles was placed at the head table.

**WB Sets 'Roberts' Trade Showings**

A series of simultaneous "in-the- theatre" trade showings has been set by Warner Brothers on its forthcoming release of "Mister Roberts" in selected theaters in each of its 32 exchange centers over the country on May 15th. The sell-in aids to each city company is also inviting press TV and radio representatives to attend the showings.

**ASCAP Guide Out**

The latest issue of the ASCAP Program Guide will be sent to all radio and television stations at the end of this week, sales manager J. M. Collin- announced.

**Weigh Using Of Screens In Toll TV Fight**

The Committee Against Toll TV currently is giving consideration to a plan to show trailers in motion picture theatres urging members of the audience to write to the Federal Communications Commission giving their views on the proposal. In meeting to further consider the plan was held here yesterday and, while details of any听听未完的继续完成。
M-G-M

WELCOME FROM M-G-M ALL OVER THE GLOBE TO "GUYS AND DOLLS"!

We'll Tell the World! We'll Sell the World! The Largest Film Distributing Organization Hails the Picture That Will Make Movie History!

UNITED STATES: Albany • Atlanta • Boston • Buffalo • Charlotte • Chicago • Cincinnati • Cleveland • Dallas • Denver • Des Moines • Detroit • Indianapolis • Jacksonville • Kansas City • Los Angeles • Memphis • Milwaukee • Minneapolis • New Haven • New Orleans • New York City • Oklahoma City • Omaha • Philadelphia • Pittsburgh • Portland • St. Louis • Salt Lake City • San Francisco • Seattle • Washington

CANADA: Calgary • Montreal • St. John • Toronto • Vancouver • Winnipeg

ARGENTINA: Buenos Aires • Bahia Blanca • Cordoba • Mendoza • Rosario • Santa Fe • AUSTRALIA: Sydney • Adelaide • Melbourne • Brisbane • Perth • NEW ZEALAND: Wellington

AUSTRIA: Vienna • BELGIUM: Brussels • BRAZIL: Rio de Janeiro • Sao Paulo • Bello Horizonte • Recife • Porto Alegre • Ribeirao Preto Salvador • Curitiba • BRITISH MALAYA: Singapore • BURMA: Rangoon • CHILE: Santiago • CHINA: (Formosa) Taipeh • COLOMBIA: Bogota • Cali • Barranquilla • Medellin • CUBA: Havana • DENMARK: Copenhagen • EGYPT: Cairo • IRAQ: Baghdad • LEBANON: Beyrouth • FINLAND: Helsinki • FRANCE: Paris • Bordeaux • Nantes • Toulouse • Marseille • Strasbourg • Lyon • Lille • ALGERIA: Algiers • TUNISIA: Tunis • MOROCCO: Casablanca • FRENCH INDO-CHINA: Saigon • GERMANY: Frankfurt • Berlin • Munich • Dusseldorf • Hamburg • GREAT BRITAIN: London • Liverpool • Leeds • Manchester • Newcastle on Tyne • Birmingham • IRELAND: Dublin • Belfast • SCOTLAND: Glasgow • WALES: Cardiff • GREECE: Athens • HOLLAND: Amsterdam • HONG KONG: Hong Kong • INDIA: Bombay • Calcutta • New Delhi • Madras • INDONESIA: Djakarta • Soerabaya • ISRAEL: Tel Aviv • ITALY: Rome • Ancona • Milan • Padua • Turin • Florence • Bologna • Naples • Bari • Catania • Genoa • Trieste • Cagliari • JAPAN: Tokyo • Nagoya • Osaka • Fukuoka • Sapporo • MEXICO: Mexico City • Merida • Monterrey • NORWAY: Oslo • PAKISTAN: Lahore • Dacca • PANAMA: Panama City • PERU: Lima • PHILIPPINE ISLANDS: Manila • PORTUGAL: Lisbon • PUERTO RICO: San Juan • DOMINICAN REPUBLIC: Ciudad Trujillo • SOUTH AFRICA: Johannesburg • EAST AFRICA: (Kenya Colony) Nairobi • SPAIN: Barcelona • Madrid • Valencia • Bilbao • Sevilla • La Coruna • Murcia • Palma Mallorca (Balearic Islands) • Santa Cruz de Tenerife and Las Palmas (Canary Islands) • SWEDEN: Stockholm • SWITZERLAND: Zurich • THAILAND: Bangkok • URUGUAY: Montevideo • VENEUELA: Caracas
AND IN M-G-M THEATRES ABROAD!


SAMUEL GOLDWYN'S
"GUYS AND DOLLS"

Starring
MARLON • JEAN • FRANK • VIVIAN
BRANDO • SIMMONS • SINATRA • BLAINE

Written for the Screen and Directed by JOSEPH L. MANKIEWICZ
Music and Lyrics by FRANK LOESSER • Choreography by MICHAEL KIDD
in CINEMASCOPE and COLOR

Photographed in EASTMAN COLOR • Based Upon the Play, "GUYS AND DOLLS" • Book by JO SWERLING and ABE BURROWS • From A DAMON RUNYON Story • Produced on the Stage by CY FEUER and ERNEST H. MARTIN

Distributed by M-G-M
AMES A. LINEN, publisher of "Time" magazine, reports in his weekly letter to his readers that the review of "Heartbreak Ridge," Tidur Pictures, appearing in the current issue, "is one that could have been written only by someone who had been in Korea."

Shane Lipton, sales manager of the United Press, was interviewed by Peter Braestrup, second lieutenant, U.S.M.C., a contributing editor of "Time." He was critically wounded in Korea by a Chinese grenade while leading his men in the "Heartbreak Ridge" battle and is having his premiere at New York's Paris theatre. The entire Braestrup review is reproduced in ads which appear in the weekday and Sunday editions of the New York "Times," advertising the premiere at the Paris.

Marlon Brando is on the cover of "Redbook's" May issue. He is the first man to appear on a Redbook cover.

In the same issue is a very interesting profile of Brando written by Merle Miller. It is illustrated by a full-page color photo of Marlon, a black and white shot. Brando's next film is Samuel Goldwyn's "Guys and Dolls."

Among the pictures recommended in the May issue of "Women's Home Companion" are "The End of the Affair," "Blackboard Jungle" and "Day of Triumph."

"Daddy Long Legs" is reviewed in the current issue of "Look." Photos taken during a Fred Astaire-Leigh Caron dance number appearing on a two-page spread are used to illustrate the review. The reviewer reports, "What is this picture is a warm story performed by ingratiating people." Leigh Caron says, "For once, I play someone for whom everything smiles."

A striking full color page ad on MGM's "The Prodigal" appeared in the May 8 issue of "American Weekly."

An eye-catching two-page editorial spread printed on a black background spotlighting Marlon Brando appears in the May issue of " Seventeen."

Character study photos taken during the time Brando was on his first seven pictures constitute the pictorial part of the spread. However, a large portion of the text is devoted to Samuel Goldwyn's "Guys and Dolls," now in production.

BY WALTER HAAS

**National Pre-Selling**

**Paramount**

Justice Dept on EFFG

(Continued from page 1)

financing additional production in an effort to relieve the product shortage. EFFG representatives cited upon Justice Department officials in Washington as long as last February in an effort to ascertain the Department's attitude on the proposed participation of the divorced circuit companies in the production financing of "Blackboard Jungle." At the time, Justice indicated it would not undertake a legal case to give some indication of its attitude, until the justice completed and the first scheduled May 15 meeting.

There have been several conferences subsequently between EFFG representa-
tives and Justice officials during which the views of the Justice Department have been expressed. EFFG now discloses that Justice has declined either to put its views on the subject in writing or to give either a flat approval or disapproval orally.

The effect appears to be that divorced circuits' participation in EFFG would be viewed with risk insofar as any possible legal complications were concerned.

The situation is regarded as a serious blow to EFFG hopes and plans because the attempt was viewed as a substantial investment source, capable of giving the organization a boost forward with a minimum of delay.

Whether investments by the divorced circuits will be made regarding the new evidence of Justice Department clearance is not known, but the development represents a serious setback in EFFG's time schedule. Reputedly, the studio's managing directors and officers could be elected and production plans formulated at the May 15 meeting.

EFFG has Securities & Exchange Commission authorization to issue stock and many independent exhibitors and the major companies have indicated their desire to subscribe. Sam Piniak, head of American Theatres, Boston; E. D. Martin, TOC president, and Mitchell Wolfenson, Miami, have been instrumental in the planning and organization.

**Pine-Thomas**

(Continued from page 1)

will be maintained by the new corporation, of which Thomas is president and Shank, who has had a continuing association with Pine-Thomas, is vice-president. Thomas and Shank are the two independent producing company and Pine's heirs are retaining the late producer's interest in the corporation. Pine died on April 29 at the age of 59.

The United Artists agreement with P.T.S. calls for a maximum of three top-budget Pine-Thomas productions to be made yearly under a flexible production program.

The first two Pine-Thomas films for United Artists release will be "Lincoln Meckever," the Literary Guild novel by Eleazar Lipsky which has been written for the screen by Lewis Meltzer, and "Mountains Have No Shadows," based on the novel by Owen Cameron, which will be the second production.

**Senate Committee**

(Continued from page 1)

below even the current year appropriation of $3,000,000 for this service.

Restoration of the cinema movement is still a sub-committee headed by Sen. Kigore (D. W. Va.), would enable the agency to produce specific documentary films, replace worn-out equipment and make additional film translations badly needed in key areas.

**Record UA Billings**

(Continued from page 1)

exchanges are managed respectively by Joseph Sugar, Dave Rosenthal and Isabella Clawson.

The sales effort embracing 32 branches in the United States and four branches abroad was disclosed by the fact that the final week's billings of $1,500,000 marked the greatest seven-day total in its 32-year history. Kranze said. This domestic figure exceeds the biggest world-wide receipts ever recorded by the company for a week.

The average weekly billings during the Benjamindrive, Kranze disclosed, was $682,584, representing an aggregate of more than $27,857,000 for the 26-week sales push.

**Eastern-Southern First**

First place in the competition among UA's divisions went to Milton E. Cohen's Eastern and Southern division. Fred Meyers' New York-Metropol 

**YOU ARE INVITED . . .**

**Eastern Premiere Showing**

Thursday, May 12th, 1 to 5 P.M. and All Day Friday

The TEL-ANIMASTAND—Animation Stand—$1995

The TEL-ANIMAPRINT—Hot Press Title Machine—$395

The designers will demonstrate this first low cost Professional Animation Stand with a specially engineered Hot Press Title Machine.

Come and see how stop motion and titling have been simplified.

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**Jack Diamond Heads "U" Studio Publicity**

HOLLYWOOD, May 10.—Jack Diamond, who served as assistant to the late Sam Jontel, today was named to succeed him as studio publicity di 

**The Monarch**

ARISTOCRAT OF THE AIR

(Airline of The World)

**Fly B.O.A.C.**
EDITORIAL:
Theatres' Allies
Against Toll TV

By Sherwin Kane

WHILE Zenith Radio officials in Chicago sarcastically "thank" Alfred Starr and Tueman Rembusch for siding with the cause of subscription television by putting the subject on the air and into forums across the land, there are others whom the Committee Against Toll TV can thank for assistance with far greater sincerity than is possible for Zenith's men to put into its acknowledgements.

That would be, of course, such proponents of toll TV as Walter O'Malley, president of the Brooklyn Dodgers ball club, who by all odds have been of far greater service to exhibition's than to toll TV's cause.

O'Malley, you will remember, identified himself as a long-time toll TV enthusiast who can hardly wait until it's possible to try charging 50 cents per television set to all those free-loaders who have been sitting at home looking at Dodger games on their TV sets for free.

The Dodgers, of course, have been collecting about $500,000 per season from sponsors, but O'Malley's point is that even if the vastly smaller public than now watches the games for free as can be assessed 50 cents per unit, his organization stands to net a few dollars more and his attraction will be switched from free to pay TV.

And O'Malley is not to be blamed. Major league ball clubs are in business, too.

The point is that O'Malley typifies the state of mind of anyone now offering a successful sponsored television program to lure viewers at no cost to the latter, if such programs can realize a higher price on the subscription TV market than a sponsor is willing to pay, there is no question about where the program will go.

That is exactly what Starr and

(Continued on page 2)
Personal Mention

ALFRED E. DAFF, Universal's International executive vice-president, will leave Hollywood by plane today en route to Barcelona, Spain.

Edward L. Hysman, vice-president of American Broadcasting-Paramount Theatres, and Bernadette Levy, his assistant, have returned to New York from Chicago and other cities of the Midwest.

Dale Turnbull, son of Ernest Turnbull, supervisor of 20th Century-Fox's interests in Australia, has become an editor of Fuller of Elizabeth Bay, Australia.


JEROME PICKMAN, Paramount vice-president of advertising-publicity, will leave New York over the weekend for the Coast.

August Igg, retired former owner of the Ohio Theatre, Lorain, Ohio, has left there with his daughter for a three-month trip to Europe.

Shep Bloom, newly-appointed 20th Century-Fox branch manager in New Haven, has moved his family there from Philadelphia.

Steve Brody, president of Allied Artists, will leave the Coast by plane today for New York.

E. S. Gregg, president of Westrex Corp., will be here by plane today for Tokyo.

G. Ralph Branton, Allied Artists vice-president, has returned to Hollywood from New York.

John Arnold, M-G-M cameraman, has returned to the Coast from New York.

Bernie menschele, of Community Amusements, has returned to Hartford from New York.

Morris Kenney of the Burnsides Theatre Corp., East Hartford, has returned there from New York.

David O. Selznick will arrive in New York today from Hollywood.

Noel Coward will arrive today from London via B.O.A.C. Monarch.

Editorial

(Continued from page 1)

Rambusch have been shouting these several months past—a warning to the public that the best on TV now available without charge, will be charged for should toll TV be authorized. Their contention is that, far from bringing new and presently inaccessible programs with toll TV, simply impose a charge on the viewer for most of the programs he now obtains free.

To that, the Walter O'Malleys have publicly said "Amen."

The Committee Against Toll TV and exhibitors generally owe them a heartfelt vote of thanks.

Mexico's Reach Is Dead at 54

MEXICO CITY, May 11—Manuel Reach, 54, prominent in the Mexican picture industry as producer and organization executive, died today in Cuernavaca, of cancer, from which he had long suffered. He was board president of the Motion Pictures and Distributors Association. Burial was in Cuernavaca. His mother and three brothers and a three-year-old son from his third marriage survive. A brother, Santiago, is president of Posa Films, S. A., producer of pictures of "Cautivas" (Mario Moreno).

Eastman's Chapman Honored by French

PARIS, May 11—The insignia of the Knight of the Legion of Honor was bestowed on Albert Chapman, president of Eastman Kodak Co., in a ceremony at the French Kodak-Patie offices.

The French Foreign Ministry had previously approved the honor, but the decree of his nomination was signed by President Rene Coty on May 5. However, when Chapman, who is here in connection of a visit to France on his business trip, entered his company's Paris office he was unaware that the decoration had arrived.

Wm. German Promises 'Gala' Convention For VC in N. Y.; First Meeting May 20

William German, chief banker of the New York Variety Club Tent No. 35, received the news that New York had been selected as the locale for the 1956 international convention while on board ship en route to Europe.

Expressing "pleasure" at the news, German sent a message by ship radio to the tent headquarters here, stating that "we promise Variety Clubs International a gala program that will show the delegates why New York has become the convention capital of the world." Continuing, he radiated:

"Tent No. 35 is proud to be host to next year's convention, and we will more than justify Variety's faith in us. In plan to take an active part in the program as soon as I return to New York. Meantime, the crew has scheduled a luncheon meeting with international chief executive George C. Hoey of New York.芄看来 of our plans to make next year's convention a truly memorable one."

News Roundup

Filmed Lecture

An hour-long filmed lecture by Harold Sherman, co-author of the current self-help book, "The Power Within You," has been acquired by Giltarbri Motion Picture Distributors. Sam Nathanson, president, currently is settling regional distribution. The picture has had test showings in Denver and San Diego.

Lobby Art Gallery

The Little Carnegie here will present an exposition of South American art, crafts and wildlife in conjunction with the American penitente of IFE's "Green Magic" on Monday.

Brando Buys Novel

Marlon Brando has taken an option on "The Big Sleep," a best-selling novel by Raymond Chandler, who plans to develop it into his first independent film production. The star, currently completing "Guys and Dolls," intends to play the role of the hero.

Object to Drive-In

Decision on granting authorization for construction of a Berlin, Conn., drive-in theatre to George LeWitt, New Britain, Conn., theatre owner, has been reserved by State Police Commissioner John C. Kelly, following a request from State Police headquarters here. Berlin's Town Planning Commission and several residents have been objecting to LeWitt's plans for some time.

Installs Answering Service

The Hartford Theatres Circuit has installed automatic phone answering service, cast and produced with the time information during non-performance hours, at the Art, Central, Colonial, Lenox and Lyric Theatres.

New 'Art' Theatre

A new "art" theatre will make its bow in New York this fall, according to David Fine, presently managing director of the Stanley Theatre. Located at 44th Street and 8th Avenue, in Manhattan, the new theatre will be known as the "New Cameo." Occupying the premises now is the Squire Theatre, a 550 seat "exploitation" house.

Reopen Drive-In

The Northside Drive-in, Water- town, N. Y., reopened last week. One of three automobiles theatres near this drive-in, the theatre is owned by Dr. Philip Liebig, of Granville, N. Y.
Some Smoke-Filled Rooms

Crass Commerce Went on Behind Cannes’ Flush Show

By HENRI KAHN

CANNES, May 9 (By Air Mail)—The eighth Cannes Film Festival emerged as a trade fair in which business was every bit as important as glamour.

Robert Greaven of Unifrance Film told this reporter that never before had there been so many distributors and exhibitors present. Among them were Simon Fabian, Walter Reade, Jr., and Jacques Mage. They came to examine certain production problems since he now intends entering the production field and will work in France.

Throughout the Festival the business side put in a full day’s work every day. The Russians came up with some offers and bought the strong color film “Le Rouge et Le Noir” which tops top French production last year.

France, Germany and Italy seized the opportunity. (After all, there is a new cohort to widen their own markets. The French told the Germans and Italians that they were going to lose a lot of money this year. The Germans admitted they were, and although the Italian picture looked gloomy (it was actually quite good) it was sold really big.)

So talks centered around a scheme which, if it comes off, will permit all imported pictures of the three countries to be included in the quota. How that will influence the U. S.-Franco talks which open later this year remains to be seen.

Spiegel Happy

The U. S. wished to make as deep an impression as possible and did so early in the Festival with the Hecht-Lancaster production, “Marty.” This reporter met the M.P.A.A. representative, Mark Spiegel, after the film had been shown and he beamed. He could hardly contain his excitement: “He's a good one to do,” he was all he had to say.

The accent on fewer films was not well received. Reade said there is a serious film shortage and was looking for pictures over here. “For heaven's sake, keep French pictures in France and do not try to copy the success in the U. S.,” was all he had to say.

The accent on fewer films was not well received. Reade said there is a serious film shortage and was looking for pictures over here. “For heaven's sake, keep French pictures in France and do not try to copy the success in the U. S.,” was all he had to say. But as they are being dubbed in France the technicians unions are expected to voice loud objections.

108 Films Shown

All such subjects were discussed behind the show of films and the glamour. Seventy-five features and documentaries from 33 countries made a good offering, but the Festival itself remained more interested in finding ways and means of reconceiving trade on both a national and international scale.

33 Films in Work At Coast Studios

Hollywood, May 11—Production companies started seven pictures and finished five others to wind up the week with a total of 33 facing the cameras.

Some of the companies put on special morning showings for exhibitors. They were well attended.

The British hinted that they were going to ask for 25 dubbing licenses the year, and the French asked for a little. It was evident a storm was blowing up as France will not grant extra visas without receiving something in return.

The French intend dubbing five of their films into English just to see if the British want to buy. But they are being dubbed in France the technicians unions are expected to voice loud objections.

7 Marty” Wins Top Award at Cannes

CANNES, March 11.—United Artists “Marty,” Hecht-Lancaster production starring Ernest Borgnine and Betty Blair, today was awarded the Grand Prix at the International Film Festival.

“Marty” is the first American motion picture selected as the top prize winner at the Cannes competition.

“East of Eden” was honored as the best dramatic film, while Spencer Tracy took the top acting award for his performance in “Bad Day at Black Rock.”

Currently in the fifth week of its world premiere engagement at the Sutton Theatre in New York, “Marty” was produced by Harold Hecht and directed by Delbert Mann. Paddy Chayefsky adapted the screenplay from his original prize-winning drama.

‘Bouncing Back’

Say Mexican Film Industry Is Recovering

Special to THE DAILY

MEXICO CITY, May 11.—The Mexican film industry will soon recover from its recent crisis, thanks to government aid, the Producers Association said in an open letter to President Adolfo Ruiz Cortines and Angel Carvajal, Secretary of the top administration department that wards over the industry.

The government program of arranging for reorganization for better pictures of producers, and the $6,000,000 annual income from exhibition of Mexican pictures abroad, is helping the Mexican film industry to “bounce back,” the producers association said.

In a document, he stated that the official Banco Nacional Cinematografico, and Cinex, which the government organized to control distribution of Mexican films overseas, announced that the industry will be helped to keep pace with the cinematographic modernization in the matter of wide screens, color and sound. “That keeping pace is imperative for the Mexican industry,” the bank said. The Mexican industry added that production costs will increase by an average of $40,000 per picture under the program.

Bank Has $200,000 Profit

The banker lamented that the industry continues to lose money from private banks resuming the financing of film production, a business from which they voluntarily withdrew some years ago and left to the Cinematographic bank. “That bank,” Garduno asserted, “has always shown a profit and last year made a net profit of nearly $200,000.” The government always puts the bank’s profits back into the business and now it has $250,000 of capital left for current production but far under par to handle the production reorganization, he said.

‘Sea Chase’ Starts Off SE ‘Movie Festival’

Warner Brothers “The Sea Chase,” CinemaScope-WarnerColor drama starring John Wayne and Lana Turner, will begin its 300-theatre mass bookings today to launch the Southeast Missouri Film Festival which embraces a 30-day program beginning May 16 through four Southern states.

Tennessee, Alabama, Florida and Georgia are the four states celebrating the festival. Motion picture exhibitors, newspapers, merchants, radio and television stations and civic groups throughout all four states will take part in the 30-day campaign.

A festival kick-off luncheon will be held in Atlanta on Tuesday, attended by Gov. Marvin Griffin of Georgia and the distinguished film industry leaders.

At the luncheon, Governor Griffin will present an official proclamation declaring it to be “Southeastern Film Festival Month in Georgia.” On the same day similar luncheons will be held in Tennessee, Florida and Alabama.
INVITATION

Mister Exhbit

AT THE SPECIAL THEATRE SCREEN

Starring HENRY FONDA, JAMES CAGNEY

CINEMASCOPE® WARNERCOLOR® STEREOPHONIC SOUND

Based on the play by THOMAS HEGGEN and JOSHUA LOGAN

Time and Place of Showings

ALBANY STRAND 10:00 A.M. • ATLANTA RHODES 9:30 A.M. • CHICAGO B&K CENTURY 10:00 A.M. • CINCINNATI VALLEY DES MOINES DES MOINES 9:30 A.M. • DETROIT FISHER KANSAS CITY FOX BROOKSIDE 2:00 P.M. • LOS ANGELES • MINNEAPOLIS STATE 9:30 A.M. • NEW HAVEN ROGER OKLAHOMA MIDWEST 9:30 A.M. • OMAHA CENTER 1:30 P.M. SALT LAKE CITY CENTRE 9:30 A.M. • SAN FRANCISCO
Nothing we can say about “Mister Roberts” can describe the tremendous lift it will give every showman who sees it. The most loved and laughed-with play of our day, it ran three years on Broadway and six years nationwide. Its Broadway and roadshow grosses established it as the wonder-play of all time.

Now come see for yourself as wonderful a motion picture as there has ever been — and bring Mrs. Exhibitor along.

* Warner Bros. *
Variety Club Cooperating

‘Nickelodeon’ Celebration
Shaping Up in Pittsburgh

PITTSBURGH, May 11.—“Every Man His Own Chairman” is the theme for the nation-wide celebration of the Golden Anniversary of the Nickelodeon, world's first all motion picture theatre, on Sunday, June 19.

Around Pittsburgh, where the late John P. Harris, nationally famous exhibitor, founded the Nickelodeon in 1905, independent exhibitors are joining with the Stanley-Warner and Harris theatres in a special observance which will include special programs in all houses throughout the month of June.

The Historical Society of Western Pennsylvania, together with Pennsylvania Gov. George M. Leader, Mayor David L. Lawrence, and Allegheny County Commissioners John J. Kiew, Harry W. Fowler and John M. Walker, will dedicate a new plaque at the site of the old Nickelodeon on June 19.

Variety Club Active

The Variety Club of Pittsburgh is arranging a dinner for the occasion and will have as guests a number of the former Pittsburghers who guest-starred in pictures as well as representatives of 15 Pittsburgh district firms.

Arrangements are also under way to hold the world première of an important picture as part of the celebration.

In every section of the country theatrical units and independent exhibitors are setting up special programs for the 50th birthday of the first all motion picture theatre in the nation. Gov. Victor Anderson of Nebraska has announced he will issue a special proclamation in honor of the occasion.

Top Executives Joining

Syrpors P. Blooars, publisher of 20th Century-Fox, Bob O'Donnell, head of the Interstate Circuit in Texas; Walter Reade, Jr., head of his circuit in New York, and a host of other leading exhibitors from Coast to Coast are joining in the celebration.

Since theatre managers generally are deluged with instructions for any promotional campaign, the committee for the Nickelodeon's Golden Anniversary worked out a system whereby pictures of the usual procedure of outlining a "must" road which the observance is to follow. Instead, as this is to be a promotion for business in each of the houses, it was agreed that each manager and his staff would be the best judge of what type of observance would be most effective in his situation. So each is his chairman to do what he considers is best.

Trailer and 4x60 Are Offered Free

Among the promotional items which will aid the celebration of the Golden Anniversary of the Nickelodeon are a trailer and a 4x60 being distributed by National Screen Service.

The trailer features four background shots: one of an old-time Nickelodeon, one of a modern luxury theatre and two showing children and families obviously enjoying a film show.

"Goes," 4x60, developing the theme, "We're Celebrating," stresses "more fun, more entertainment for everyone at the theatre, the best place for entertainment, after all."

Date of Nickelodeon Observance June 19

A little research by the Historical Society of Western Pennsylvania has resulted in a change of date for the golden anniversary celebration of the Nickelodeon. The event had been scheduled for June 5 because it had been believed that the late John Harris had opened his first exclusive motion picture theatre on June 5, 1905. However, the Historical Society has come up with the information that the theatre was opened on June 19 of that year.

For that reason, a change in date for the observance was necessary.

Schenck

(Continued from page 1)

TO THE DAILY that his company would consider a deal only on an "individual basis."

While other companies, with the exception of Allied Artists and Ali-
lied Artists, have not committed themselves in answer to the "reconsideration" bid, it is believed in industry circles that the proposals will be the same. This is regarded as making it certain that an all-industry meeting will be held.

However, TOA and Allied leaders will meet here on May 23 to discuss future strategy and it is expected that the next step will be undertaken by Allied's board of directors which is scheduled to convene in New York the next day.

Shor Referred to Reagan

Schenck told Shor that the discussion of matters suggested in the latter's telegram earlier this week should be held with Charles Reagan, general sales manager. He said that the company's "Ticket-Selling Workshops" were indicative of M-G-M's recognition of the problems of exhibition as well as its own attempt to stimulate an increase in business in U.S. theatres. Between 10,000 and 15,000 exhibitors attended these Workshops, it was said.

Predict $10,000,000

‘Brunettes’ Gross

By LESTER DINOFF

United Artists' "first, big, flashy musical production" in CinemaScope, "Gentlemen Marry Brunettes," should gross $10,-
000,000 world-wide, according to independent producers, Richard Sale and Robert Bassler, who yesterday said that "high sales terms would be asked" for the late-August release.

Sale, of Miss Loso and Sale, has returned to this country from Europe where they produced the film in conjunction with the recently-formed Russ-Field Corp.

"Gentlemen Marry Brunettes" will gross at least $3,000,000—$10,000,-
000—$6,000,000 domestically and $4,-
000,000 foreign-wise, according to Sale. "This CinemaScope picture does Washington, Paris, other foreign capitals. "Ticket-Selling Workshops" Three Corns in the Fountain" did for Rome, and more so," the producer and his wife, screenwriter Miss Loso, de-
clared. The story was written for the screen by Miss Loso and Sale, who also directed and produced with Rob-

"Gentlemen Marry Brunettes" which Jimmy Russell, Jeanne Crain, Alan Young, Scott Brady and Rudy Vallée.

Planning Two More

Sale revealed that his future produc-
bition plans include two films, "The Biggest Game," which will be filmed in Switzerland, and "Swiss Alps," and "The Rudy Vallée Story."

Commenting on subscription tele-
vision and the "meat factor," as well as the vast medium offers a quick monetary return to producers and will contribute to the upswing in American film sales.

Miss Loso asserted that there is no lack of screen material these days.

"All you have to do is pick up a newspaper and there are many ideas in front of you for screen stories," she said.

Delay Delinquency

Hearing on Films

From THE DAILY Bureau

WASHINGTON, May 11.—A Senate Judiciary committee that has put its hold until mid-June or later hearings originally sched-
uled for the latter part of this month on the effect of motion pictures on juvenile delin-
quency—Sub-committee officials said a conflict with another planned hearing necessitated the post-
ponement.

Terrycope Jukebox

Developed for Kids

Paul Terry, president of Terrycopes, Inc., has developed a 3-D, color en-
tertainment device, "Terrycope Juke-
boxes," which show 20 picture stories accompanied by sound and music, it was announced yesterday.

The mechanical "kiddie-catcher" is aimed at the child and head of a household that have already been sold will be set in supermarkets and amusement parks.

The machines feature adventure stories.

The "Terrycope Jukebox" was de-

Para. Executives

To See 8 Films

Eight completed films and portions of five others will be screened for assembled distribution and production executives of Paramount Pictures, at a special sales merchandising confer-
ence which will open Monday at the studio, it was announced yesterday.

Paramount's world-wide sales organization, will preside over the week-long meet-
ing.


GPE Registers

(Continued from page 1)

GPE stock. The remaining 32,824 shares together with any unexchanged shares will be purchased from the corporation for public offering by an underwriting group led by the First Boston Corp, and Tucker, An-
thony & Co. The dividend rate and price on the new stock will be deter-
mined just prior to the effectiveness of the registration statement, expected about May 31.

As part of the current financing program, the company expects to call for redemption any unexchanged shares of old non-conversion account of stock and all outstanding shares of its $25.00 cumulative convertible preferred stock not converted into com-
non stock from the permitted period prior to redemption.

Has 21 Subsidiaries

A management company, General Precision, controls 21 subsidiaries engaged principally in the design and production of a wide range of high-
precision instruments, components and systems for industry and defense. Net proceeds from the sale of the unex-
changed shares of new preferred and from the concurrent borrowing of $6,500,000 on a long-term note will be added to working capital out of which $10,000,000 in notes outstanding under a revolving credit will be repaid.

Audience Poll

(Continued from page 1)

one nomination in each of the five categories. A pre-paid postage en-
velope is enclosed in which the nominating ballot should be mailed. The envelopes go to Price- 
Waterhouse & Co., public accountants, which will tabulate the results. A similar procedure will be followed in subsequent nominations.

The names of all pictures and per-
spectives chosen in the three nominat-
ing periods, then zero in on the final ballot to be voted upon by the motion picture public during the annual elec-
tion from Nov. 17 to 27, inclusive.

Press Book Will Follow

The brochure also will contain the rules of the competition, copies of the press releases, and a descriptive account of each of the entries.

Filing of the brochure will be followed shortly by the distribution of a press book, which is now in preparation by the COMFO staff.

(Continued from page 1)

One of the nation's leading Post-Office Managers, M. Russell, who is also a director of Allied Artists, is to make a trip to New York next week where he will discuss Allied's plans for the coming year.
likeliness of their proceeding with such investments if their attorneys reported legal complications were likely to ensue from such a course.

Theatre Owners of America sought clearance from the Justice Department for the investments in EFFG by the commercial circuits but decided not to give a specific "yes" or "no." The government attorneys reportedly asked full guarantees that the circuits, regardless of their buying power, would enjoy no "privileges" with any product financed by EFFG. Should these conditions be spelled out later, it was reported, Justice might then be prevailed upon to issue an opinion of the legality of the circuit investment in production.

AB-PT Sees No Impediment

American Broadcasting-Paramount Theatres' officials have maintained in the past that its decree does not prohibit it from an exhibit or participation in production.

A scheduled May 15 meeting of EFFG stockholders was called and no new date for the meeting has been set. The session was to have proceeded with election of directors and officers and, if the stockholders are inclined, to independent production to help ease the product shortage of which theatre owners have complained. An RKO Theatre owners complained of postponed meetings across the country to tell EFFG's story to exhibitors in the cities, and to invite subscriptions for its stock.

Pinanski Sees EFFG Under No Pressure

SAN FRANCISCO, May 11.— Sam Pinanski, head of American Theatre Owners, Boston, and a prime mover in the formation of Exhibitors' Film Finance Group, stated here that no new date for a meeting of EFFG's stockholders has been set because there is no particular need for haste.

The organization is being built on a long-term, basic operation and is proceeding with considerable confidence throughout the country, he said. Pinanski added that he was familiar with the latest developments in the matter of government authorization for divorced circuits to invest in EFFG. He explained that he had not been involved closely in those discussions but that it was a Theatre Owners of America undertaking.

Pinanski stopped here in the course of a West Coast visit to meet with L. S. Hamm, local exhibitor, and other officials of ITOA.

Plan 2 Mexican Houses

MEXICO CITY, May 11.— The Operadora de Teatros circuit is to build a 3,500-seat theatre here and a 300-seat theatre in the central eastern Texas border industrial center and capital of Nuevo Leon State. During a recent trip to Mexico, the president of CINESA, is here arranging the building of a theatre for the exclusive showing of Spanish films.

Drops Matinees

HARTFORD, May 11.— The first run at Stanley-Warner State, Manchester, Conn., has dropped weekday matinees, with performances starting at 5 P.M. Mondays through Fridays, at 2 P.M. Saturdays and Sundays.
May 31 thru June 400

HOWARD SON

SPECTACULAR THRILLS; bombardment of an army...with explosive globes of Greek Fire!

starring
DALE ROBERTSON • SALLY FORREST • LILI ST. CYR
co-starring MARI BLANCHARD • Directed by TED TETZLAFF • Written by AUBREY WISBERG and JACK POLLEXFEN
is SINBAD's week!

THEATRES

across the U.S. have booked SINBAD for the first week in June!

HUGHES presents

OF SINBAD

Harems topple, kingdoms fall, veils drop when this daring rogue goes to town!

What a romantic invasion!

What a racy adventure!

VINCENT PRICE

produced by ROBERT SPARKS
**Motion Picture Daily Feature Reviews**

**“Moonfleet” (MGM)**

**CinemaScope**

TOO much talk and not enough action appears to be the principal fault of this CinemaScope production which centers itself with smuggling, drawing rooms, gravesays, and love affairs which swing between a small boy and an English gentleman. However, there is considerable value in the performances of Stewart Granger, who portrays a gentleman with an addiction to smuggling; Susan Hayward, who portrays Granger; George Sanders as a wealthy Englishman, Joan Greenwood and Viveca Lindtorps, the latter two supplying the love interest.

At times it is a little difficult to understand the dialogue, particularly in the early sequences, as Wayne sends Setter ace at to (he) (several) events after young Whiteley struggles through a cold English day to the town of Moonfleet where he is to become Granger’s ward, much to the chagrin of the gentleman. In short order, Whiteley stands on to the truth about the activities of the town, which, mainly, is smuggling, and where the contraband is hidden in the tomb of his grandfather.

Granger romps about this film with a stolidish air which is capably matched by Sanders, who is a partner with the former in some of his ventures. Young Whiteley is the bright point in the story as the youth is warmly appealing in his efforts to stay with his benefactor and keep him out of the clutches of the law. The main action sequences in the film are when Granger engages in combat with a member of his smuggling gang, and emerges the victor—a knight in armor to Whiteley. Granger’s luck with the English police runs out in time and the last quarter of the film deals with the additional adventure of finding the huge diamond which was hidden in a will by the youth’s grandfather.

Others in this picture, supporting the principals, are Lilian Montecucchi, Melville Cooper and Sean McClory. The film was directed by Fritz Lang and produced by John Houseman from a screenplay by Jan Lustig and Margaret Fitts. The original story was written by J. Meade Falkner.

Running time, 89 minutes. General classification. For release in June.

LESTER DINOFF

**“The Sea Chase” (Warner Brothers)**

**CinemaScope**

DIRECTOR John Farrow’s CinemaScope and WarnerColor production of “The Sea Chase,” which offers John Wayne and Lana Turner as heroes, is a stirring saga about an embittered man of the sea who embarks the British Royal Navy in a last-ditch effort to return with ship and crew to Germany. Audiences of all categories should enjoy this adventure drama with Wayne as a former German naval officer who is reduced to the command of a battered and rusty old freighter because of his refusal to accede to the Nazi rulers.

The screenplay by James Warner Bellah and John Twist is a fine adaptation of a novel by Andrew Geer. Much credit in making this Farrow-produced picture a potential box office success is due to the CinemaScope photography which is directed on Whitehall Clothing. When the picture follows the German ship or the British pursuer through the Pacific, or the turbulent North Sea, the photography achieves a high degree of realism.

On the eve of World War II, the “Ergensrate” is tied up in Sydney and Wayne is getting no cooperation from the Australians in refitting and resupplying the ship. As the cover of the vessel is blown away, a desperate effort to reach the home port. Among those on board are Miss Turner, as a German intelligence agent who has fled Germany just before the outbreak of war, and David Farrar, second in command of the British warship and Wayne’s friend, who is also a pursuer in line of duty: first mate Lee Better, an aggressive Nazi; youthful Tal Hunter and Richard Davolos, well-disciplined naval cadets; seaman James Arness; chief engineer John Quinlan, who is Wayne’s chief comfort in the tough spots of the sea chase; cook’s mate Paul Fick; third mate Alan Hale; rebelloques Luis Van Rooten and Peter Whitney.

During the course of the voyage, Wayne sends Better ashore at the Archipelago Island shipwreck station for food and clothing and the Nazi agent murders six marooned fishermen. Wayne, learning that there is no more coal on board, orders the crew to burn all wood and lifeboats in order to reach a South Sea island where he meets Miss Turner again. He finally is able to deceive Miss Turner. The chase is soon turned into a personal vendetta by Farrar, who discovers the murdered fishermen and who lab is Wayne as a war criminal. The “Ergensrate” reaches the supply island and stores up wood to continue the voyage, but mislays hit the crew—a heart attack, axe swinging accident and a shark attack. The ship reaches Valparaiso where it is refitted, rescued and repaired and disappears once again en route to the homeland. The ship runs out in the North Sea near Norway where Farrar catches up with Wayne and sinks the ship. However, the Navy and its chief pursuer, Wayne, is able to get back to Miss Turner’s employer and falls in love with the dark-tressed girl at the same time. After a period of time elapses in the story, during which both enjoy themselves, John Farrow portrays the story of a beautiful woman which leads the larger-than-life lady, the beautiful Whiteley. O’Keefe also directed the action in this film, and O’Keefe is still at Miss Lane’s employer and falls in love with the dark-tressed girl at the same time. After a period of time elapses in the story, during which both enjoy themselves, the story of a beautiful woman which leads the larger-than-life lady, the beautiful Whiteley.

Running time, 89 minutes. General classification. For release in June.

L. D.

**“Green Magic” (I.F.E.)**

THE green, forbidden forests of the Mato Grasso, the menacing swamp-lands of Paraguay, the deadly jungles and treacherous rivers of Bolivia’s Amazonia, and the high, towering mountain peaks and lakes of the Andes, are uniquely and dramatically presented in “Green Magic,” a good travelogue documentary which Italian Films Export is releasing shortly. Filmed in Ferraniacolor and narrated in English, this highly interesting picture, which shows John Farrow and several other exciting moments and many interesting locales never or rarely seen before.

“Green Magic” is directed by Gian Gaspare Napolitano and produced by Leonardo Bonzi, the expedition leader for Astra Cinematografica of Rome. By James Warner Bellah and John Twist, the picture is a fine example of the work of the Italian outfit.

Armstrong, a man who has been abroad many times, is a member of the expedition and his account of the trip is related in a very interesting manner. The picture shows the various climates and the various animals and plants of the region. It is a picture of the beauty of the world and the beauty of the people who live in it. The picture is a good one and is well worth seeing.

Running time, 81 minutes. Adult classification. For release in May.

L. D.

**Army Posts in Japan Installing ’Scope**

Within a year, all 35mm, military theaters in Japan will have CinemaScope and Perspecta sound equipment, according to Seymour Mayer, Far East supervisor for Loew’s International Corp., who revealed that the International operation is installing 89 35mm. screens in the entire country. Of the total 125 houses in Japan are now “Scope equipped and operating. The Army Motion Picture Service is also purchasing for $90 each the Panavision anamorphic photographic and projection lens for its 111,000, installation.

Lester Dinoff

**Levine Chairman of Lodge Golf Tourney**

Martin Levine, Bradent Theatres executive, has been named chairman of the fourth annual film industry golf tournament sponsored by New York’s Cinema Lodge of B’nai B’rith to be held at the Vernon Hills Country Club at Tuckahoe on the afternoon of June 9.

Levine was responsible for the success of the Lodge’s golf event for four years ago of the industry tournaments. This year it will be the only one held by an industry group before the vacation season.

Lester Dinoff
It's A HILARIOUS NEW LOOK AT LIFE!

set to the WILD WONDERFUL BEAT of YOUNG HEARTS in LOVE!!

Ain't Misbehavin'

it's got that m-m-m-MAMBO!

...and that m-m-MAMIE!!

"A Little Love Can Go A Long Long Way"
"The Dixie Mambo"
"I Love That Rickey Tickey Tickey"
"Ain't Misbehavin'"

starring RORY CALHOUN • PIPER LAURIE
JACK CARSON • MAMIE Van DOREN

with REGINALD GARDINER • BARBARA BRITTON • DANI CRAYNE

Directed by EDWARD BUZZELL • Screenplay by EDWARD BUZZELL, PHILIP RAPP and DEVERY FREEMAN
Produced by SAMUEL MARX • A UNIVERSAL INTERNATIONAL PICTURE

Another Picture with that Universal Appeal!
We of Universal-International would like to say

"THANK YOU"

for the wonderful cooperation received from our customers during our recently completed sales drive.

We consider this evidence of the good relationship our company enjoys with its many thousands of exhibitor friends.

We are confident we have the product forthcoming in quality and quantity (because we have seen it). We can again assure you that in U-I's practical manner, we shall continue to say “Thank you” with pictures—pictures that are pre-sold, pictures with built-in showmanship.

Sincerely,

C. J. Feldman
Vice President and General Sales Manager
Votes 50c Dividend Para. Doubles Quarterly Net; $2,858,000

Earnings Represent $1.31 Per Share on Common

Estimated earnings of Paramount Pictures for the first quarter of 1955, ended April 2, were more than doubled of those for the corresponding quarter of 1954, the company reported yesterday. Earnings for the quarter of Paramount and its domestic and Canadian subsidiaries were announced at $2,858,000 after provision for income (Continued on page 12)

UA Starts 16mm. Film Distribution In Foreign Market

Overseas distribution of 16mm. prints of all United Artists foreign-market releases was announced by Louis Lober, general manager of the company's foreign department.

The decision to manufacture small-size prints of all product for world-wide marketing follows the successful completion of UA's experimental 16mm. foreign sales program launched last fall, Lober disclosed. In the test phase, distribution was

Legion of Decency Head Says: ‘Offensive’ Film Content Needs Prompt Correction

An increase of "morally offensive material" in motion pictures with the "apparent accession of the Production Code Authority" has resulted in a condition "gravely in need of prompt and effective correction."

By RCA, MMM New Electronic Color Photo System Shown

Special to THE DAILY

ST. PAUL, Minn., May 12—The Minnesota Mining and Manufacture Co., of St. Paul, and RCA unveiled their new electronic color photography system here today as the feature of the dedication of Minnesota Mining's new $3,000,000 research center. Designed primarily for the instantaneous telecast of color and sound, the system, which was developed jointly by MMM and RCA, is being offered as a valuable adjunct to motion picture production by eliminating a time lag between negative and positive, thereby eliminating costly delayed retakes.

The RCA-MMM process utilizes magnetic tape which records in three colors: red, blue and green, and sound simultaneously.

The telecast received here today at

(Continued on page 9)

CITES 'IMPROVED' U. K. PRODUCT SITUATION AS BO CONTINUES GOOD

By MURRAY HORIZON

The product situation in Britain has improved, William Cartlidge, general manager of Associated British Cinemas, Ltd., declared here yesterday.

Cartlidge, visiting the U. S. to survey theatre facilities and operations, described the product situation in Britain as "better." He said pictures "all around" have improved, taking special note of the new adult quality in native British pictures which has increased their earning power.

The general manager of ABC, which operates nearly 400 theatres in England, acknowledged that the number of Hollywood pictures now coming into Britain is not "quite as lush" as years ago. However, he went on, ABC for years has had deals with Warner Brothers and Metro-Goldwyn-Mayer, which insures a fine-up of American product.

Cartlidge, declining to call the product situation in U.K. "short," said, however, that it is becoming increasingly difficult to double-bill. He added some lengthy CinemaScope features of good quality now are single billed.

By and large, though, he went on, the majority of people, particularly in the working class areas, prefer twin bills.

Asked how expansion is faring in Britain, Cartlidge replied that ABC

(Continued on page 12)

Two Protest Censor-banned Films Shown To O. Solons

RKO, Times Film Act on Unauthorized Showing

Special to THE DAILY

COLUMBUS, O., May 12.—Members of the Committee for Decent Motion Pictures in Ohio will be held legally responsible for unauthorized possession and exhibition of excerpts from several theatrical films which they obtained and showed to the subcommittee of the House judiciary committee while it was considering new censorship legislation.

This was made clear in letters sent to committee members by counsel for RKO Radio Pictures and Times Film Corp. The Jane Russell dance sequence from "The French Line" and the nude bathing sequence from the Swedish import, "One Summer of Happiness," distributed here by Times Film of New York, reportedly were

(Continued on page 10)

Name Phillips Para. General Counsel; Novins, Secretary

Louis Phillips was elected general counsel of Paramount Pictures and Louis Novins was elected secretary here yesterday by the board of directors. Phillips formerly was assistant general counsel and Novins served as assistant to president Barney Balaban. The general counsel and secretary posts had been handled by the late

(Continued on page 12)

Starr, Gaughan In Coast Meets

Matters pertaining to subscription television, organization details and Theatre Owners of America's 1955 convention will be discussed with West Coast exhibitors next week by Alfred Starr, executive vice-president of the TOA executive committee, and George Gaughan, field representative.

Starr and Gaughan will meet with representative TOA members in Los Angeles, San Francisco, Portland and Seattle.

(Continued on page 12)
**Personal Mention**

IVRY MACK, head of Filmmack Trailers, left here for Chicago by plane yesterday, accompanied by Miss Mack. He will go to Atlanta on Sunday for the start of the Southeastern Motion Picture Festival.

**Nate Blumberg**, chairman of the board of Universal Pictures, became a grandfather this week when his daughter and Mrs. Ray S. Meyers, gave birth to a son at St. John's Hospital in Santa Monica, Calif.

**Edward F. Lomma**, director, in South Africa for 20th-Century-Fox's International Corporation, returned to the Continent from New York.

**Esther Williams** and her husband, Ben Gage, will arrive in New York on Sunday from Europe, and will leave here on May 25 for Atlantic City.

**Albert Cornfield**, managing director in Europe and England for 20th-Century Fox, has returned to the Continent from New York.

**Leon J. Roth**, United Artists West Coast publicity director, will return to Hollywood over the weekend from New York.

**Dr. Renato Gualino**, president of I.F.E. Releasing Corp., will return to Italy today following two weeks in New York.

**Albert Leonardi**, manager of 20th Century-Fox's office in Venezuela, has arrived in New York from Caracas.

**B. G. Kranz**, United Artists general sales manager, will leave New York Sunday for San Francisco.

**Grace Kelly** returned to New York yesterday from the Cannes Film Festival in France.

**Jean Goldwurm**, president of Times Film Corp., has arrived in New York from New York.

**Harry Peinstein**, industry attorney, will leave here over the weekend for Houston.

**Gregory Ratoff** will leave here for London tomorrow via B.O.A.C. Monarch.

**Claude C. Ezell** of Dallas is a New York visitor.

**Award to 'Continental'**

"Lost Continent," an Italian color feature documentary filmed in Cinemag-Jope by the Italian explorer, Count Leonardo Bonzi and Asta Cinemag-Jope, has won a special jury prize at the Cannes Film Festival for "the beauty and poetry of its images" and for its "remarkable achievement."  

**Texas Style' Debuts For Col.'s Laramie'**

The Man From Laramie," the William Goetz organization's first film for Columbia, released here on Thursday, is a four-day, world premiere festival in Texas in mid-July, the company announced.

Columbia and the Interstate Circuit will combine to launch the drama with "Texas Style" fanfare at the Majestic Theatre in Fort Worth, July 13, and will follow with 93 openings on the next three days at the Majestic and other moviehouses in Dallas and the Worth in Fort Worth, in that order.

**Preliminary Talks in N.Y.**

Preliminary discussions were held in New York among R. J. O'Donnell, vice-president and general manager of the Interstate, producer William Goetz, Max L. Lazarus, Jr., vice-president of Columbia in charge of advertising and publicity, and Howard L. Seuser, Columbia's director of advertising, publicity and exploitation. Further talks on contract plans were held here in Texas during the past two weeks by O'Donnell and Frank O. Starz, Columbia's national director, and Raymond Murray, assistant exploitation manager, and James E. Bickford, southwestern divisional exploitation manager, on behalf of Columbia.

**UA Planning to Rush Revue Film to Nation**

The same distribution system utilized by United Artists to speed film of both Rocky Marciano-Ezzard Charles beats to more than 5,000 theatres in communities and Canada will be employed to rush to exhibitors the motion pictures of Monday night's heavyweight championship contest between Marciano and British title holder Don Cockell at Kezar Stadium in San Francisco. UA plans to have the film in an even smaller number of the North American continent no later than Wednesday.

Printing of the Marciano-Cockell motion picture, which will be photographed by four standard and two slow-motion cameras, will begin immediately. Thousands of frames of the prints will be rushed by coordinated air-ground express schedules to all exhibition areas.

Flights of the bout will be showing in theatres of the New York metropolitan area on Wednesday, within 36 hours after completion of the contest. The bout will not be televised for general home viewing.

**John Feloney Joins Buena Vista in N.E.**


**Randy Schaeffer**, president of Seaboard. Boston, New Haven and Buffalo manager. The latest Buena Vista film, the feature film "Long Legs," which is scheduled to be exhibited in at the Keith Memorial Theatre here scheduled for a mid-July premiere.

**ITOA Nominates Brandt, Officers**

Harry Brandt, president, and all officers of the Independent Theatre Owners of America, were nominated for reelection at a meeting of the organization here yesterday. The nominations were "said to be tantamount to election."

The other nominations are Max A. Cohen, first vice-president; Dr. William D. Marshall, second vice-president; Abraham L. Koffman, third vice-president; Julian Sanders, fourth vice-president; A. C. H. Atwood, secretary; and John Bole, Jr., sergeant-at-arms.

The board of directors were named: Sam Einhorn, Norman Elson, Sam Freedman, Melvin Miller, Jack Hassen, Larry Kurtis, Ray Macy, Louis Bejk, Al Shulman, Walter Netthold, Martin Levine, Irving Remmer, Ben Knobel, Jack Robichaud, Martin Lewis, Jean Asselberg, Albert Weinstock, Al Margolis and Murray LeBoys.

**Ask Rep. Again for Independent Audit**

Republic Pictures, disagreeing shareholders, headed by Richard Smith, yesterday reiterated their demand for an independent audit, basing the request on the recently published statements of Republic, which were to have been a record.

Smith said that at the recent stockholders' meeting, both Herbert Yates, president, and Richard W. Attschuler, chairman and worldwide distributor of Republic, had said that business in the smaller theatres was off 50 per cent, and that Yates had indicated that the company might switch entirely to TV production.

**Catholic Cinema Award to 'Marty'**

United Artists' "Marty," honored as the best American film to win the Grand Prize at the International Film Festival in Cannes, was awarded the prize of the International Catholic Film Federation at the closing of the Cannes competition. "Marty" was the first film to capture both international prizes.

At Cannes, the International Film Festival and International Catholic Awards were accepted by Charles Laughton, president in charge of European production, in behalf of the producers and the UA organization.

**Long Legs' Has Its Cincinnati Debut**

CINCINNATI, May 12.—With film star Robert Wagner heading a delegation of social, civic, political and business figures to the theatre, the family attraction, "Long Legs," in Cinemascope had its Ohio premiere here tonight at the Keith Theater.

Debut of the musical production was a state-wide event covered by TV, radio and press representatives from all parts of Ohio. Wagner was presented in the lead car of a motorcade to the theatre, and was feted in stage ceremony preceding the start of the film.

**Individual Sketches For COMPO Award To Be Studied June 2**

Individual sketches for the type of awards to be given the winners of the COMPO national audience poll will be examined and discussed on June 2, it was decided here yesterday after a preliminary meeting of an art directors' committee which met in the office of Raymond Coyne, special consultant to COMPO.

After listening to several suggestions, members of the committee decided to prepare the individual sketches of possible awards.

Until a proper symbol is decided upon, the committee instructed the artist to keep the award in the form of a statuette, plaque or some other piece of decorative art. Atting the turnip were: L. A. Meseguer of Buchanan & Co., Lou Chayman and Oscar Kraus of Monroe Greenfield, Victor Sillow and Sam Roberts of 20th Century-Fox, Henry Marcus of Loew's Theatres, Bill Cole, Arthur Freed, Pictures, and Tony Gablik, independent motion picture industry artist. Other members of the committee who were unable to be present are William Schneider of Donal & Coe and Everett Walsh of Columbia Pictures.

**Synagogue to Cite Weitman on Sunday**

Robert M. Weitman, vice-president in charge of public relations and talent of the American Broadcasting Co., will be awarded a Medal of Honor by Congregation Tifereth Israel, Jackson Heights, Queens, at the synagogue on Sunday evening.

The award will be made by the congregation to outstanding leaders of the Jewish faith in various walks of life as part of its celebration of the 300th anniversary of the arrival of the first Jews in America.

**N.T. Division Heads Will Meet Monday**

HOLLYWOOD, May 12. National Theatres division managers will convene here Monday for the two-day annual meeting on an agenda which includes admission prices, film buying, advertising, publicity, art house policy and theatre television, president Elmer Rhoden announced.

Among top circuit officials to attend are Alan May, John Bertero, E. F. Zabel, Frank H. Ricketten, Jr., Senn Lewler and Gordon Hewitt.
this Summer...
as every season...
every month...
the pictures from
Universal
speak for themselves...
where they count the
most.....at your
Box-Office!
THE SUPREME EXCITEMENT OF OUR TIME!

2½ YEARS IN THE MAKING!

THIS ISLAND EARTH

STARRING
JEFF MORROW
FAITH DOMERGUE
REX REASON

COLOR BY Technicolor

...living every passionate page of Anya Seton's Best Seller!

JANE RUSSELL
JEFF CHANDLER

CO-STARRING
DAN DURYEA

COLOR BY Technicolor

Screenplay by FRANKLIN COEN and EDWARD G. O'CALLAGHAN
Directed by JOSEPH NEWMAN • Produced by WILLIAM ALLAND

Screenplay by KETTI FRINGS • Directed by JOSEPH PEVNEY
Produced by AARON ROSENBERG
Universal International presents

JOSE FERRER • JUNE ALLYSON

in the Great Pulitzer Prize Drama...

Every shocking moment, every intimate scene brought to the screen!

with JOY PAGE • KENDALL CLARK • ISABEL BONNER

Directed by JOSE FERRER • Screenplay by KETTI FRINGS • Based on the play by JOSEPH KRAMM • Produced by AARON ROSENBERG
L.A. Official Warns

Brennan Tells

Projectionists, Fight Toll TV

Special to THE DAILY

ALBANY, N.Y., May 12—Projectionists throughout the United States should fight subscription television, James J. Brennan, first vice-president of the IATSE, declared at the one-day spring meeting of the New York State Association of Motion Picture Projectionists.

Brennan, who was a principal speaker at the association’s convention earlier this week, proclamed that subscription television “will close down the small theatres in the outlying districts and could very well close down small business establishments, such as candy stores and soda fountains, which rely on theatre customers for sales.”

June 125 delegates, meeting at Carnegie’s Hall here, approved an association plan which urged all locals to write letters to the Federal Communications Commission opposing its authorization of toll TV and another action whereby the locals would send letters of protest to the television manufacturing companies proposing the pay-as-you-see TV plan.

Warms of Unemployment

The IATSE first vice-president also stated that “should toll TV meet with widespread acceptance, unemployment would probably drop, and with this, the need for projectionists might decrease.

George Raafahan, president of the New York State Association of Motion Picture Projectionists, presided at the one day spring meet. Other speakers included William Ingram, head projectionist of the Schine Circuit, Art Hendrickson of Simplex; Judge Nat Doroff, workmen’s compensation referee in New York City, and Edward Wendi president and business manager of Albany Local 324.

Color Photo System

(Continued from page 1)

the new center featured an address by David Sarnoff, RCA board chairman, who was tape-recorded in New York and carried by wire to St. Paul. Sarnoff hailed today’s event as “ushering in a new era of electronic reproduction.

In addition to the Sarnoff speech the demonstration also included a brief tape-recorded talk by Dr. Harry F. Olson, director of physics and electro-mechanical laboratory at Princeton, N.J., who later appeared in person to explain the nature of the new system and its applications in the television and allied industries.

Entertainment Included

This was followed by a colorful entertainment program featuring Eddie Fisher and the dance team of Bambi Lynn and Don Alexander. The audience of more than 300 was visibly impressed with the demonstration. Reproduction on a half-dozen large color television receivers in the auditorium was clear, color values surprisingly clear and of good quality.

Progress Reported

Chicago Exhibitors Enlist Groups in Toll TV Fight

From THE DAILY Bureau

CHICAGO, May 12—Allied Theatres of Illinois, Inc., and the local Committee Against Pay-as-You-See TV have laid out a plan to enlist citizen groups in expressing their opposition to subscription television before the June 9 deadline fixed by the Federal Communications Commission.

Immediate action taken at a meeting was to have Chicago exhibitors contact their aldermen with a view of having the Chicago City Council consider the resolution which it approved on April 21 asking the FCC to permit subscription television and refer the resolution to a committee for a public hearing. The Council unananimously voted reconsideration.

Progress Report Received

The meeting also received a progress report from the local Allied committee against pay-as-you-see TV, which was recently enlarged by representatives of circuit theatres in and around Chicago. This committee revealed the outcome of its talks with three of the leading retail business associations encompassing a membership of many thousand retail establishments throughout the area, indicating that a favorable position is being taken by them against subscription TV.

First of the groups to come out openly against pay-as-you-see TV is the Chicago Retail Merchants’ Association which called on its member organizations to oppose the FCC’s approval to the FCC, the members of the Illinois General Assembly and the Chicago City Council.

Other lines of approach which the local committee reported it is working on include: Radio and television broadcasters, metropolitan dailies and community newspapers, transportation companies, labor organizations, legion and veteran posts, fraternal organizations and lodges, social clubs, service clubs, women clubs, Rotary and Kiwanis clubs. Exhibitors were urged to contact these organizations on a local common level and be fully aware subscription television would effect the American pocketbook by charging the public for programs which they now see for nothing and deny them access to the free airwaves.

A press relations committee has also been organized through which all information pertaining to the campaign against pay-as-you-see TV will be channeled to the press.

Kirsch Stresses Importance

In commenting on the meeting Jack Kirsch, president of Allied Theatres of Illinois, said that the current campaign against subscription television is as important with last year’s admission to toll TV and pointed out that the eventual outcome depends on a great deal on the grass-roots effort put forth by all those interested, called upon the exhibitors in the state to get as many letters as they can mailed to the FCC from among employees, friends, business acquaintances and others opposing pay-as-you-see TV and urged them to immediately contact their local business and civic organizations to write letters and pass resolutions addressed to the FCC expressing disapproval of subscription television.

Unanimous Vote

Chi. Council To Reconsider Toll TV Stand

From THE DAILY Bureau

CHICAGO, May 12.—By unanimous action, the Chicago City Council today voted to refer to the Judiciary Committee a previously adopted resolution of that body, petitioning the Federal Communications Committee to grant license for subscription TV.

This move by the City Council was initiated by Alderman Daniel J. Ronan of the 30th Ward, original sponsor of the resolution endorsing pay-as-you-see TV.

Contacted by Exhibitors

Alderman Ronan moved to reconsider his previous motion for Council approval of the resolution and moved that it be referred to the Judiciary Committee of the City Council for Public Hearing. He stated he was doing so at the request of many of his colleagues in the City Council. The local Committee Against Pay-as-You-See TV and Allied Theatres of Illinois held a meeting attended by Chicago and many downstate theatre owners, at which time exhibitors were urged to reconsider their aldermen’s position with a view to having them reconsider the Council resolution.

Sindlinger Starts

(Continued from page 1)

of its kind to be undertaken by Sindlinger during the past year. The study will run concurrently with the Lincoln study and also with the Oklahoma City study which was started several months ago.

The Enid surveys under the joint sponsorship of Video Independent Theatres and the Association of Theatre Screen Advertising Companies.

Eight to 13 Weeks

A Sindlinger market study requires from eight to 13 weeks to complete and is considered a must for today’s interlocking phases. The first phase is confined to lobby and drive-in theatre interviewing to determine the characteristics of the audience. The second phase of interviewing is conducted among a scientific area probability sample of all families residing within the drawing area of the theatres and drive-ins. The third phase consists of recorded depth interviewing.

Betts St John, Jan Sterling and Mamie Van Doren.


Theatres selected for the study, which opened at the Studio on Monday, has been attended by top home office and studio executives, division sales managers and district managers.
Censor-banned

(Continued from page 1)

among the film excerpts spliced together and shown under the auspices of the Decent Motion Pictures committee to the joint legislative subcommittee on April 25. Appended to the same film footage, it is said, were excerpts from the same film and a Mexican film and a so-called social hygiene film.

Ehlers, a representative of the distributors involved to learn where and how the group obtained the footage have been unsuccessful up to now.

The joint legislative subcommittee, however, that one of the hearings on the proposed new Ohio censorship legislation, Rep. Russell A. Martin, chairman of the joint legislative subcommittee, had inquired whether sample footage deleted from films by the old Ohio censor board was available for viewing.

At the time, spokesmen for the Decent Filsin committee, that such footage was not available, but later arranged for a screening of the conglomerate reel of excerpts in the screening room of the newly divided film censorship branch.

Mrs. W. Andrew Martin is chairman of the Committee for Decent Films in Ohio. The committee has refused to disclose where and how it obtained the films shown.

Wright Acting for RKO

Harry Wright III, RKO Radio counsel here, who is investigating for the company, contends the showing was a violation of the company's rights and that the manner of the exhibition, under the circumstances and conditions that existed at the showing, tended to bring RKO Radio's reputation into contempt, and the reputation of the players shown, also.

Members of the committee were notified that each will be held personally accountable for the return of the films in question, as well as for damages.

Preliminary investigation is said to have shown that neither James nor any of his directive subcommittee had in any part in arranging the screening or obtaining the "pirated" material which were shown earlier by the Ohio Department of Education censors.

Levinson Letter to Mrs. Martin

Levinson, of R.C. Levinson and Company, Inc., 35-70th Street, New York, in a letter to Mrs. Martin and members of her committee, that the unauthorized screening of parts of "One Summer of Happiness," in violation of our company's rights and interests therein for the immediate return of the film.

"You are also advised that, in the event of a continued unauthorized retention or use of the film, Levinson would be compelled to proceed against you to protect our client's rights to the fullest extent of the law."

"To take a portion of this film and show it preposterously in its present state is unfair, and has caused irreparable damage to the film and to our client's good will."

New Buying Group

For N.E. Drive-ins

BOSTON, May 12.—A new buying group for drive-in theatres in this area has been opened at the Statler Office Building by Joseph J. Schmeck and associates, called the Drive-in Theatre Associates of New England.
“What a whale of a difference just a few cents makes!”

A n old Scottish axiom, handed down from father to son, has it that you get: “naething for naething and nae muckle for saxpence!” (nothing for nothing and not much for sixpence!) The real economy of the canny Scot lies in his sense of sound values.

As every good business man is well aware, it is nearly always possible to buy a substitute a little cheaper than the original. But he also knows that the original usually continues to be the best and well worth the difference in price.

Some sixteen thousand subscribers pay more for MOTION PICTURE HERALD—than is paid for any other weekly film trade paper. As an exhibitor who made a careful comparison recently put it in a letter renewing his HERALD subscription: “What a whale of a difference just a few cents makes” (referring to the cost per week and the difference in effective value.)

That well-known saying applies very aptly to the HERALD, which originated most of the departments that have been adopted or adapted by the other trade papers which entered this field. The HERALD continues to pioneer in innovations that are sound—and the “whale of a difference” in effective value continues from cover to cover of every issue.

In every issue of MOTION PICTURE HERALD and in its monthly BETTER THEATRES section you get the advantages of an independent and incisive editorial policy and the industry’s largest staff of salaried reporters, reviewers, analysts and departmental experts.

In terms of actual, practical value there is no substitute for the HERALD. “What a whale of a difference” you get for its few cents cost per week!
UK Situation

(Continued from page 1)
had a very good year and the first five
weeks of the new financial year were
very satisfactory.
While here, the ABC executive will
visit Chicago, Indianapolis, Washing-
ton and cities and towns in New Jer-
sy, surveying the physical condition of
theatre and theatre operations. The
survey, he explained, is in conjunction
with ABC's building and moderniza-
tion plans for the expenditure of
$8,000,000. Very little theatre con-
struction, he went on, has gone on at
the ABC theatres in the immediate
future. The company plans to construct 12 new ABC the-
atres, he added. The major portion of
the five-year theatre budget, he in-
dicated, would go for modernization of
existing theatres.

Not Frightened by TV
Asked about the impact of television in Britain, he said "we have now got-
ted over the first impact" of the
medium. As to the projected bow of
commercial television there is the fall.
Carlidge added he believed the can-
onation that the box-office over a period of time will not be really "too badly affected," but wrote "there is still the possibility that it may be worse than expected." He contended, will still draw the people away from their television sets and to the theatre.

To Seek Tax Reduction
Carlidge, who expects to return to England in a month or two, said that when the new administration is installed there, exhibitors will redouble their efforts to have the tax on telephone and government ad-
missions tax, which he put at 35 and-a-half per cent to 38 per cent of the gross of admission revenue.
He, as a member of the British ex-
hibition organization, Cinematograph Exhibitors Association, is also in-
formed of the announced moves of
Theatre Owners of America to form a liaison with CEA.

See Early Charter
For TV Association

A formal charter for a trade asso-
ciation for the television film distribu-
tion industry should be drawn up
within the next three months accord-
ing to Dave Savage of Guild Films, head of an eight man organizational
committee which has been instructed to develop a plan for organization of
such a group.
Savage said here yesterday that there are plans and recommend-
ations as to what will determine
the qualifications for membership in
the new film distribution associa-
tion. "It is not known now whether television film producers will be elig-
ible for membership in the organiza-
tion which will most certainly concern itself with trade practices, here and abroad," he stated.

Television--Radio

with Pinky Herman

MAGNETIC tape produced by the Minnesota Mining and Manufac-
turing Co., was used when that firm's new research center in St. Paul was dedicated recently with a closed circuit transmission of a color television program recorded on magnetic tape from the NBC studios in New York. The pre-recorded program included
remarks by Brig. General David Starnoff who hailed it as "an historic
occasion." With British-born screen star Richard Greene as "Robin Hood" supported by an all-English cast and shot on location
in famed Sherwood Forest, a new series of half-hour telefilms, pro-
duced by Sapphire Films and distributed by Official Films, will be
seen every Monday from 7:30-8:00 P.M. over that network, start-
ing Sept. 26, and will be alternately sponsored by the Wildroot Co. and Johnson & Johnson. . . . Stanton Osgood, manager of film pro-
duction and theatre TV for NBC will conduct a course in "writing for TV" at the summer Institute of Barnard College in New York. . . . Dorey is itching onto Buddy Costa's excellent Pyramidal Platter of Elmo Russ' "Dancing on a Cloud." Ripped with flack
Richard Mardus' pretty lailact, "Street of Make-Believe."

In presenting its annual award as "television's best quiz program" to the ABC-TV vehicle, "Masquerade Party," Dr. Louis Brownstone, president of the American Council for Better Broadcasts, announced that 5,661 people in 18 different states, par-
ticipating in the voting. Program is pro-
duced by Herb Wolf, son of radio and TV star Eddie "Bergereac, " As a member of the
Son-Todman panel show, "Make the Con-
nection," will summer replace "Justice" NBCCommencing Thurs., July 7, for the Borden Company. . . . Paul Baron has re-
signed from WMGM to take over as place-
ment manager for Palmer-DeMeyer, Inc.
Agency. . . . Eddie Fisher celebrates his
200th "NBCoke Time" telecast Friday, May 26, and will announce now his first New York
engagement took place seven years ago
when he sang with Buddy Morrow's orch at the Lincoln Hotel
Blue Room.

BRS Records has just released a new platter featuring Warren Hall's revivals of the "Morning Prayer" and the "Evening Prayer," a 12-track, 45rpm record. It is accompanied by a "piano-
playing GI." . . . Formerly drum-beater for the RKO Overseas department, Kemel Axel is now advertising director for "21 Brands" and doing a smart job promotion on Pallantine's,
that is, Alex Levenson, former director of the "Lilli Palmer Show" and cur-
cently reviving a feature motion picture, will marry Clayton Shields, business manager of ABC radio Friday, May 20, at the home of singer Margaret Spence. . . . Jack Barry, currently filming "Conflict," the TV series on mental health, uses as extra college students majoring in psychology or related subjects.
Policy carries a two-fold philosophy in that it adds to the income of
the students and at the same time brings authenticity to the lab-
atory and research scenes, Barry, Friendly & Ewart is produc-
ing the teleplays in conjunction with the National Association for
Mental Health.

Paramount

(Continued from page 1)
taxes. This compares with a net of
$1,404,000 for the same period last year.
Consolidated earnings for the 1955
quarter represent $1.31 per share on the 2,190,021 shares outstanding and in the
entire year $4.12 per share. A dividend of
3 cents per share was declared for the quarter ended April 3, 1954, on 2,217,044 shares then
outstanding.

Dividend Declared
The board yesterday voted a quar-
terly dividend of 50 cents per share
on the common stock, payable June 15 to shareholders of record at the close of business on May 26.

UA Starts 16mm

(Continued from page 1)
handled through the New York home office. With the operation now estab-
lished as highly profitable, the prints will be handled throughout the world.
UA's overseas exchanges, he pointed out.

During the company's recently-con-
ccluded international sales convention in London, plans were developed to expand existing services in every territory through the globe. Areas where the small-gauge prints already have met with success are England, Scotland, Wales, Northern Ireland, Liberia, Malaya, Siam and Trinidad. Lobet stated:

Past Pictures Included

In addition to current films, the India
gum plan also includes United Art-
ists releases of the past six years. Among them are "High Noon," "Cy-
ano, de Bergerac," "Champion," "Home of the Brave," "Return to Paradise," "Vice Squad," "Fort Al-
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Now 64% of Total Films of U.S. Had Big Day in Argentina

From THE DAILY Bureau

WASHINGTON, May 12.—More U.S. feature films were released last year than in any of the last seven years, according to a report from Commerce Department film chief Nathaniel Goldstone.

He said that U.S. films increased their share of the market from about 52 per cent to almost 64 per cent of the total, making their gains at the expense of both European and Argentine films. “Problems with regard to import permits all but disappeared,” he added, “and while the issuance of exhibition permits was slower than desired, there was no particular problem in this regard.”

Production Also Heavy

Generally, 1954 was a good film year in Argentina, Golden reported. He said more pictures were released and many of these were box-office successes: more pictures were produced in Argentina, and box-office receipts and attendance were both up.

A total of 368 features were released in Argentina last year, the highest number since 1948 and compared with only 240 in 1953. Of the 1954 total, 234 were U.S. films, compared to 127 in the previous year.

About 50 more Argentine films were produced last year, but that many were of poor quality and did not do well at the box-office. The prospects for 1955, he added, were for “fewer but better pictures.”

100 Holiday Dates For Fox’s ‘Soldier’

What is claimed to be the largest number of playdates for any 20th Century-Fox CinemaScope production—more than 100—are being used for “Soldier of Fortune,” starring Clark Gable, Susan Hayward and Michael Rennie, it has been announced.

With prints of the Buddy Adler production being rushed by De-Luxe Laboratories to meet playdates, the film will be launched in virtually every key center in the United States during the coming holiday weekend period.

In introducing Clark Gable’s first picture for 20th Century-Fox, the film company is programming full-scale advertising, publicity and exploitation keyed to the point-of-playdate, it was said. Local co-operative budgets are being doubled on the attraction to enable expanded newspaper, TV and radio advertising.

Propose Parking Area

COLUMBUS, O., May 12.—Construction of a 1,000-car parking garage on the site of Central Market, near the downtown theatre district, was advanced by a blueprint for the future of the central business area released by City Planning Commissioner Ernest St. George Stewart earlier in the session. The picture was produced by Charles A. Leed and directed by Hugh Baker. The story was by Harold Pratt, adaptation by Donald Bull and screenplay by Baker.

Running time, 77 minutes. General classification.

Reviews

“Five Against the House” (Columbia)

T HE threads of the story line of this melodrama are varied and mixed. Against the background of a Midwestern college campus, four ex-G.I.’s from Korea become involved in a robbery, inspired as a collegiate lark.

How the hoax develops and how it is carried out become the most suspenseful aspect of this film, heading for Madison, Kim Novak, Brian Keith, Aly Moore and Kerwin Mathews. Although the picture does offer some action-packed sequences and a few laugh out of there are a number of negative factors stemming from the implausibility of the plot, the “high-humorous” concept of college life and the surface characteristics of the four ex-G.I. students in their robbery of a gambling casino in Reno, Nev., it grips the viewers attention.

As the theft is first motivated as a challenge and accepted by one of the participants as another version of the “swallowing gold-fish” college antic. However, it is carried out at gun-point by one of the foursome, Keith, who is depicted as a psychopathic from his war experiences. The other three, led by Madison, find themselves involved in something far more serious than what they had planned.

Also involved in the theft plot—thought out rather ingenuously—is Miss Novak, who supplies the love-interest as Madison’s girl, and another two characters are Matthews, who plays the role of a rich man’s son, burning to do something challengeable such as the theft of a Reno gambling “fortune,” and Moore, a character opposite Novak.

Stirring Silliphant and John Barnwell produced, while Phil Karlson directed from a screen play by Silliphant, Barnwell and William Bowers, based on a story by Jack Finney.

Running time, 84 minutes. General classification. For June release.

MURRAY HOROWITZ

“Robber’s Roost” (Goldstein-V.A.)

OUTDOOR action fans should enjoy this Leonard Goldstein Production about the West, cows, cowboys, gunplay and romance. All of those elements are in this Zane Grey saga, “Robber’s Roost,” in color by De-Luxe, which United Artists is distributing. Producer Robert Goldstein has injected the film with action, fast-to-the-encounter shoot-outs and horse play.

Aside—a headed by George Montgomery, Richard Boone, Bacie Bennett and Sylvia Findlay.

Bowie Bennett, who operates his vast holdings from a wheel chair, hires two outlaw gangs to guard his cattle from rustlers, believing that it takes a thief to catch a thief. Bennett’s sister, Miss Findley, opposite this plot, but goes along with it much to the chagrin of Peter Graves, the other outlaw leader. Both sets of villains have plans to rustle the herd for their own benefit, but each is awaiting the proper opportunity.

Montgomery joins the gang in order to “get” the killers of his wife and the rustlers, simples. He is accepted by Boone and becomes a trusted aide to the outlaw leader because of his readiness with guns and fists and his aversion to women. Boone finally ousts Graves in stealing the herd of cattle and becomes the new leader. This is Montgomery’s version of the conflict between his brother and the outlaw leader. In a stirring action climax, Montgomery aids Miss Findley in escaping the outlaws, reveals that he is truly Montgomery, and the outlaws are captured. Bennett is killed by the sheriff, for his methods in finding his wife’s murderer.

Others in the cast, all supporting the principals, are Warren Stevens, Tony Romano, William Hopper, Leo Gordon, Stanley Clements and Joe Basset.

A S I R MURRAY HOROWITZ

“The Master Plan” (Astor)

A STANDARD re-working of the cloak-and-dagger story is the theme of this British import, Wayne Morris is the lone American in the cast and he does the best he can with the somewhat slummy material. He plays an army officer who is called in to help an old friend in charge of security in an unidentified country. Some top secret information has been leaking out and “contact” cannot be discovered.

Before he even gets acclimated, Morris is “kidnapped” by some mysterious strangers and injected with a serum which puts him under their power and forces him to learn and reveal the secrets of the security office. His friend, Norman Wooland, discovers his strange behavior while Morris is taking photographs of “the master plan,” the most secret of all the documents.

Although the facts point to Morris’ guilt, Wooland is convinced of his innocence and realises that a spy is working in sympathy with his girl friend, the general’s wife or the office’s publicity man. In a climax intended to be taut and tingly, the real villain is exposed and Morris is exonerated.

“The Master Plan’s” primary fault is that it makes so much out of nothing. The audience is never informed of the great secrets that surround the office, nor how the work of the characters. A few exciting moments and adequate action are the film’s attributes.

The unknown supporting cast includes Tilda Tehran, Mary MacKenzie and Hector Sturgess and Horace Caine. The picture was produced by Charles A. Leed and directed by Hugh Baker. The story was by Harold Pratt, adaptation by Donald Bull and screenplay by Baker.

Running time, 77 minutes. General classification.

In the THEATRE

Equipment & Refreshment World

... with RAY GALLO

RCA’s Engineering Products Division has announced a new, June-dated release of RCA products for drive-in theatre operators. Made of plastic, RCA features modern, streamlined styling. Dubbed “Circlet,” after the window-strip which circles the base of the junction box and provides a guiding light for incoming patrons, the units are available in a wide range of colors — white, red or green.

Ever-Frost Sales, Inc., Gardenia, Calif., has introduced a new dispensing head for installation on “bubbly fountains, fountainettes or creamer units. It is designed for drive-in operations where drinks must be served in large volume and quickly.” Called “Speed-Serve Dispensing Heads,” the units are available in a wide range of combinations of mixing faucets and draft arms.

The Paul F. Behley Company, Flemington, N.J., has a new, ready-bar for theatres called the “E’ Square.” It has a vanilla marshmallow cream center sprinkled with sugar toasted coconut and a lemon flavored coating.

Coin changers and payers with all-electric operation are available in a new line of such equipment just announced by Coinometer Corporation, Chicago. The machines are constructed with the keyboard unit and coin ejector independent of each other, which makes for “more convenient replacement of both,” the manufacturer says. Known as the Coinometer “400,” the series offers a full 10-cent control board designed to enable cashiers to handle any coin-changing tasks instantly and accurately by depressing a single key.

“Millshake” is the name of a new milk shake and malt shake machine marketed by Mills Industries, Inc., Chicago. It has built-in refrigerated syrup pumps to provide three different flavors (one of which is basic vanilla) without the operator having to leave the machine.
**Humphrey Says Senate Group Willing to Hear Allied’s Case**

**Says As Yet He Has Not Been Asked to Offer Bill**

**By J. A. OTTEN**

WASHINGTON, May 15.—Sen. Humphrey (D., Minn.) said he felt sure that the Senate Small Business Committee would hold the topic of current situation of film exhibitors if Allied States Association and other exhibitor groups want such hearings.

He said the hearings might be held either before a monopoly subcommittee headed by Sen. Long (D., La.) or before a subcommittee which he himself, heads, on merchandising and distribution practices. He added that he had not talked yet to Senator Long on the matter.

Humphrey was one of the Senators recently contacted by Allied general counsel Abram F. Myers and Allied defense committee chairman Benjamin Berger. He said he had not been asked.

(Continued on page 4)

**U-I's Barcelona Meet Starts Today**

**Special to THE DAILY**

BARCELONA, May 15.—(With the arrival here of Universal-International home office and studio executives from the U. S., 469 supervisors, branch managers, distributors and publicity heads from four continents, the stage is set for the opening of the Universal-International European sales conference tomorrow.


(Continued on page 4)

**SMPTE East, Group To Discuss ‘Color’**

"Color and Brightness in Projected Color Pictures" will be the topic of discussion at the May meeting of the Atlantic Coast Section of the Society of Motion Picture and Television Engineers at the Hotel Belmont Plaza here tomorrow evening.

Ralph M. Evans of the Color Technology Division, General Electric Co., will provide background knowledge on color reproduction and projection which is vital to both motion pictures and television, the SMPTE said.

**Para. Rejects Parley Bid**

Barney Balaban became the fourth company president at the weekend to reject a bid by Allied States Association and Theatre Owners of America to meet with a joint TOA-Allied committee.

Balaban, in a telegram to Ruben Shor, Allied president, pointed out that the committee’s second invitation, which asked for a reconsideration of previous rejections, made it clear that matters relating to film rentals and other matters were to be discussed among competitive company presidents. Exhibition’s telegram had stated (Continued on page 4)

**Barnes ‘Not Sold’ On Treble Damage Discretion Issue**

From THE DAILY Bureaus

WASHINGTON, May 15.—Assistant Attorney General Stanley N. Barnes, in charge of the antitrust division, said he was “not completely sold” on the idea of giving federal judges discretion to award less than treble damages in private anti-trust suits.

This recommendation was made by (Continued on page 4)

**Para. Rejection of Allied’s Offer**

Humphrey B.had not been asked to offer a bill on Allied’s case.

**U-I’s Barcelona Meet Starts Tomorrow**

Universal Pictures’ president, Milton R. Backauli, will attend the European sales conference.

**SMPTE East Group To Discuss ‘Color’**

A seminar on color reproduction and projection will be held at the Hotel Belmont Plaza.

**Para. Rejects Parley Bid**

Balaban rejected the Allied’s offer.

**Barnes ‘Not Sold’ On Treble Damage Discretion Issue**

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**Progress Report To Retain Price Scale for New Technicolor Process**

By MURRAY HOROWITZ

Technicolor’s new and improved process will be offered in release prints on the company’s present over-all price scale for imitation prints, it was announced here at the weekend by Herbert T. Kalman, Technicolor president, at a trade press conference. Kalman addressed the new process, which he had ever been from all technical points of view, including sharpness of definition and especially color rendition.

He said demonstrations are currently being held on the coast, adding that the industry is most enthusiastic in its comments. Kalman prefaced his remarks by saying that only last week two demonstrations were held.

The press conference was highlighted by the following announcements:

Technicolor is currently negotiating with at least four other firms in its

(Continued on page 4)

**Up to Committee,' Says Shor**

**‘NEXT STEP’ BEFORE ALLIED, TOA GROUP**

Will Decide Whether to Meet Individually With Company Presidents Next Monday

Whether the Theatre Owners of America-Allied States Association joint committee will meet with company presidents individually, as much as a collective session now appears to have gone by the boards, will be decided here next Monday when members of the committee will meet to discuss the new step in its drive for a top-level conference.

Ruben Shor, president of Allied States, said at the weekend that a decision on future strategy could not be made until next Monday because members of the committee are in all parts of the country and that contact by mail or telephone would not be feasible.

"It’s entirely up to the committee as to what our next move shall be," Shor said. "I cannot speak for the members."

Shor said that he had received rejections from four company presidents to the joint committee’s invitation to a round-table conference. They were from Spyros Skouras, 20th Century.

(Continued on page 4)

**Local Circuits May Show Toll-TV Trailer**

While representatives of national circuits hesitate to impose their antitoll TV urgings upon patrons of their theatres through the use of their screens in the current circulation campaign, some local circuits feel differently about the matter and some of them may use trailers to the extent, at least, of asking audiences to write to the Federal Communications Commission before June 9 expressing their views.

The subject of using theatre screens in the exhibitors’ campaign was discussed.

(Continued on page 4)

**Par. Opens Studio Sessions Today**

From THE DAILY Bureau

HOLLYWOOD, May 15.—A scheduled one-week sales-merchandising meeting of Paramount distribution and production executives will start here Monday at the company’s studio tomorrow with George Welner, head of Paramount worldwide sales, presiding.

Welner left New York by plane at the weekend with other home office executives, including Jerry Pickman, vice-president in charge of advertising.

(Continued on page 5)
**Personal Mention**

HARRY M. KALMINE, Stanley Warner Corp. vice-president and general manager, Mrs. Kalmine and Arthur Rosas, assistant to Nat Levin, vice-president in charge of production, left New York by plane on Saturday for Paris.

SANDRA GORDON, secretary to William C. Gehring, 20th Century-Fox executive sales manager, was married on Sunday in the Cathedral of St. Sava to Frank Povodnik.

LEONARD MISHKIN, of General Theatres Circuit, Cleveland, is the father of a son born there to Mrs. Mishkin at University Hospital.

JACK OCHS, official of the Ochs Drive-in Management Co., Cleveland, is the father of a son born there to Mrs. Ochs.

STEPHEN BOGUSTOW, president of United Productions of America, will leave the East next week for New York.

JAMES VELDE, United Artists Western division manager, left New York yesterday for San Francisco and Los Angeles.

MILTON K. RACKOFF, president of Universal Pictures, left New York last weekend for Barcelona, Spain.

DAVID O. SELZNICK, who left New York at the weekend for Bermuda, will return here tomorrow.

HAROLD HECHT, producer, is scheduled to return here today from the Cannes Film Festival in France.

HARRY ALAN TOWERS, British producer, arrived here yesterday from London via D.O.C. Monarch.

JAMES WOOLF, of Romulus Films Ltd., London, left here at the weekend for Los Angeles.

CLAUDE EZZEL and Mrs. Ezzel returned to Dallas from New York over the weekend.

COUNT LEONARDO BONZI, Italian producer, is in Chicago from New York.

MICHAEL RAY, British actor, will arrive in New York today from London.

**New JohnSTon**

WASHINGTON, May 15. — Eric Johnston, president of the Motion Picture Association of America, will visit the Middle East again in early June in another effort to resolve the difficulties between the Arab States and Israel on Jordan River Valley development, Johnston will be undertaking his fourth round of negotiations since his arrival Oct. 17, 1953, to the mission by President Eisenhower.

**Col. Roulette Stunt Gets Wide Attraction**

Newspaper writers and television and radio networks participated in Columbia Pictures’ Kim Novak promotion for “Five Against the House.” Newspapers and TV-radio people, including Garry Cooper, Harry von Zell, and Phillip Guarino, prominent attention. Miss Novak, in the gaming room of the grand hotel, Las Vegas, played the participants by phone and offered to place a bet on any roulette number they chose. Winnings were turned over to the Children’s Society.


**'Sinbad' Cancelled By RKO Theatres**

An RKO Theatres home office spokesman confirmed on Friday that the circuit had cancelled all out-of-town bookings of RKO Radio’s “Son of Sinbad.”

The picture, denied a Production Code seal, was the earliest release of the month, recently was revised by RKO Radio and a seal was issued to it. However, the picture since was put on the “censored” list of the National Legion of Decency. The RKO Theatres spokesman said a new deal has been negotiated for “Sinbad” for the circuit’s New York houses.

**Name Committee for Phila. Award Dinner**

Special to THE DAILY

PHILADELPHIA, May 15. — Leaders in the amusement and motion picture industry have been appointed to the executive committee of the Robert Sanitarium and Hospital’s Humanitarian Award dinner, honoring John E. Kelly, to be held on Sunday, Aug. 16, at the Bellevue-Stratford Hotel. It was announced by Judge James C. Crumlish, of the Philadelphia Court of Common Pleas, chairman of the dinner. Kelly is the father of Grace Kelly, Academy Award win- ner.

Among those named to the executive committee are: William Goldman, head of Gold- man, Simons and Goldman, Philadelphia zone manager for Stanley Warner; James P. Clark, head of the Warner Bros.-First National division; Joseph S. Ellichman, national president of the non-sectarian institution.

Other amusement industry figures named to the executive committee are: Fredric R. Mann, president of the New York branch of the Motion Picture Association of America; William H. Syllk, president of Radio Station WPEN; Jack Beresin, former international chief booker of the Variety Clubs; Councilman Victor H. Blanc, former chief booker of Philadelphia Variety Club, Ten No. 9 West, Philadelphia; Louis D. Stapp, former owner of radio station WC, and at the present time head of official Films.

**Milliken Recuperating**

Gov. Carl E. Milliken, former secre- tary of the Motion Picture Association of America, and now managing director of the Milliken Film Corporation of New York is recovering from a circulatory ailment at the New Rochelle, N. Y., hospital.

**New Activity in Stock Revolve Reports That Hughes-Odum Near Deal**

Action of RKO stock at the week end put the price up about two points at the peak, easing off almost a point later. The move was attributed to financial sources to reports that Howard Hughes and Floyd Odum were close to a deal after almost a year of negotia- tions.

Hughes company is inactive, its only asset being treasury cash of about $18,000,000, held for redemption at $5 per share of stock still out- standing. Odum has wanted the company in order to utilize its $25,000,000 of tax loss carryover in a new enterprise. Hughes owns approximately 1,250,000 shares of the inactive company; Odum about 1,000,000. The turnover in the stock on the Big Board here Friday was only 8,500 shares but the net gain of the issue was 13/4% for the day.

RKO home office sources said they knew of no explanation for the rise.

**Let Film Men, Not Lawyers, Plan Fair Arbitration—Ezzel**

A fair arbitration system will settle all differences in the industry, according to Claude Ezzel of Claude Ezzel & Associates, who stated here at the weekend that the Texas drive-in theatre business has been "generally considered a fair business." He said that arbitration for the motion picture industry could be evolved in good faith if film men, not lawyers, drew up the rules and regulations for such a system. The southwest exhibitor commented on Al Lichtman's proposal to arbitrate rentals on small accounts up to $50. "Film rentals should not be included in arbitration, but should be discussed only between exhibitor and distributor as private matter," he said.

**Has Own Sound System**

Ezzel said that eight to 10 of the drive-in theatres in his circuit are equipped with full stereophonic sound equipment which was developed by his company. At present, no plans are in the making to take sound stereo- phonic sound equipment for outdoor houses, Ezzel said. He dis- closed that he has recently acquired two additional outdoor situations for his circuit.

**'Knights' Is First...**

CINE SCOPe in KOREA

M-G-M’s “Knights of the Round Table” will be the first Cinemascope Production to play in South Korea in two new theatres which the Bullee Trading Co. is building according to Seymour Mayer, Far East supervisor for Loew’s International Corp.

The "cine-scope" market for U. S. product, Mayer stated and added that due to the limited number of theatres in that country, performances play to capacity.

**PREVIEW your picture in modern luxury**

CINE WAVE is now in production at 18 ft. (.54m) AMERICAN TAPE PROJECTING KNOBS SERVICE DAY AND NIGHT PREVIEW THEATRE, INC. 1600 Broadway, New York, N. Y. TEL. 9-5211
People

Constantine J. Basil, president of Basil Enterprises, has just signed to a long-term contract George H. Mackenna as general manager and managing director of Basil's Roxy, flagship of the circuit. The contract will run until 1960. Mackenna has been associated with the Lafayette theatre interest since 1943. In 1950 he purchased the Lafayette Theatre and the office building adjoining it. Mackenna was appointed manager of the Lafayette in June, 1930, by the late A. C. Hayman. Mackenna and Basil are now on a trip to the West Coast and will visit several of the leading studios.

Phil Todaro, advertising manager, and Gary Kent, assistant manager, have resigned at the Century Theatre. Todaro has taken a disc jockey program which broadcasts over radio station WXRK in Kenmore, N. Y.

Col. Tim McCoy, one of the best known figures in the field of television, has been signed by Robert Haven, producer of the new series which will star the great boy star, may return to the screen if negotiations now in progress between him and producer Nat Holt materialize. Holt wants McCoy for the role of a Texas ranger in his production of "Texas Lady" for RKO.

Danny Kaye, who recently completed "The Court Jester" for Paramount, a film in which he co-starred with several top British players, left here yesterday for England, where on May 23 he will begin a six-week tour of performance at the London Palladium.

K. Elmo Lowe, of the Cleveland Playhouse, will be guest speaker Thursday at the luncheon meeting of the Motion Picture Council of Greater Cleveland, which will be held at the Higbee Auditorium. His subject will be "Films and the Theatre."

Myers Calls Attention To 'New Yorker' Cover

The cover of the May 14 issue of "The New Yorker" depicts an angry-looking man staring at a colored-streaked and blurredaxy. It is quite obvious that the Peter Arno character is quite perturbed over what he is seeing, which is a Picasso painting of a rain storm.

Abram Myers, general counsel of Allied States Association, couldn't refrain from comparing it with what may be expected from a TV into the telegraph to MOTION PICTURE DAILY on Friday. Myers flashed: "As if you did not know that an item on the 'New Yorker's' cover just tuned in on one of McDonald's coded channels."

Fox to Have Five on B'way at Same Time

Within the next three weeks, 20th Century-Fox will have five features showing on Broadway. Of these, four will be in CinemaScope and color and one a standard release, also in color. Heading the line-up will be "The Seven-Year Itch," starring Marilyn Monroe and Tom Ewell, in Cinemascope, which will premiere at Loew's State Theatre on June 3. "Daddy Long Legs," starring Fred Astaire and Leslie Caron, will be produced by Roxy, while at the Astor will be "Magnificent Matador," starring Marlene O'Hara and Anthony Quinn. The latter production will bow on May 24. Both are in Cinemascope. Continuing at Loew's Mayfair Theatre will be "The Player's" in Cinemascope, with Victor Mature, Richard Egan and Ernest Borgnine. The fifth feature, "The Adventures of Sadie," will still be on exhibition at the Normandie Theatre. This is a standard release in Eastman color.

RKO Has 3 Films Now in Production

HOLLYWOOD, May 15—C. J. Trelvin, vice-president in charge of RKO studio operations, disclosed that RKO currently has three major films before the cameras for world-wide distribution.

They are "Beneath Bogosie's" production, "Tennessee's Partner," which will begin filming tomorrow with John Wayne, Rhonda Fleming and Ronald Reagan in starring roles and the direction of Anglo-Danish producer Edmond Grainger's production, "The Treasure of the Pancha Villa," starring Shelley Winters, Kota Calhoun, Gilbert Roland, Joseph Cals and Alphonso Marterelli, under the direction of George Sherman, and the Pananini Pictures production, "Bengazi," starring Marlon Brando, Robert Mitchum, Victoria Cartwright, Richard Carlson and Maia Powers under the direction of John Brahm. All three of the productions will be filmed in the Supercine wide-screen process invented by Joseph and Irving Tushinsky.

M-G-M to Release 38 Single Reelers; Start in September

M-G-M will release a total of 38 single reel short subjects for the new season starting September, it was announced at the company's annual meeting of the stockholders. These are in addition to 104 issues of the News of the Day, released twice a week. The list of short subjects will be headed by six CineScoop cartoons in Technicolor. There will also be six more three-reelers in Technicolor as well as 14 Gold Medal reels in the same color process.

Additionallly, there will be six Robert Benchley reprints and six "The Passing Parade" subjects, both of which have been very popular and which will be brought back into circulation.

"Stranger' Premiere On Coast June 29

Stanley Kramer's "Not As A Stranger," will have its world premiere on June 29 at the Stanley Warner Theatre in San Francisco, Calif., for the benefit of the Mt. Sinai Hospital. It was announced by B. G. Todd, general sales manager of United Artists. Proceeds from the premiere will be used in a special fund for an entertainment wing of the newest hospital in Southern California.

Talks Open June 6 For SAG Video Pact

HOLLYWOOD, May 15 — The Screen Actors Guild will open negotiations June 6 with the Association of Motion Picture Producers and the Alliance of Television Film Producers for a new collective bargaining contract covering actors, singers and announcers in television films. The television supplement to the present SAG contract of 1952 expires on July 20.

Roxy Dividend Declared

HOLLYWOOD, May 15 — Roxy Theatre, Inc., has announced a quarterly dividend of 5 cents per share. The outstanding preferred stock has been declared, payable June 1 to stockholders of record on May 20.

Fox Radio Group

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See our free guide to the 7 Days in Hawaii vacation package for details.

$469

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

Fly United DC6 air travel and travel by bus, with stop-over on the West Coast, if you like. Only United features 2-abreast seating and wide center aisles on all planes.

UNITED AIRLINES

Fare plus tax.

COMPARE THE FARE AND YOU'LL GO BY AIR
4 Rejections

(Continued from page 1)

Fox; Nicholas M. Scheick, Loew's; Milton Rackmill, Universal, and Barney Balaban, Paramount, the latter's rejection having been received on Friday.

No responses to the original bill had been received, he said, from Columbia, Warner Brothers, United Artists, RKO Radio and Republic. The only acceptance, he added, came from Steve Brody, president of Allied Artists.

Para. Declines

(Continued from page 1)

that the meeting would concern itself with methods of boosting theatre attendance, but did not promise that film practices would not come up.

On that point, Balaban said that the assurances in the invitational telegram were self-contradictory and that statements by the committee and other exhibitor leaders had made the discussion of film rentals inevitable.

For that reason, Balaban said, Para. Decline must again decline the invitation.

Local Circuits

(Continued from page 1)

russed at several meetings here last week by members of the committee Against Pay-As-You-See TV.

No decision was reached, it was heard, due to the lack of unanimity of the group.

Some national circuit representatives feel it would be an imposition to impose the campaign on the screens, and favor placing it in the campaign and favor placing the campaign literature in lobbies, or wherever it would be accessible on a voluntary, rather than an involuntary basis.

Some Showings Expected

Some local circuits, however, reportedly believe that the issue is of such a magnitude that patrons could demand to be urged in trailers to express their views to the FCC without incurring any expense, and some of these will have trailers made for showing in their theatres regardless of any action taken by the committee.

Barnes 'Not Sold'

(Continued from page 1)

the attorney general's committee that studied the anti-trust laws of which Barnes will use as a plea.

Testifying before a House Judiciary Sub-committee on Friday, he said he was "not completely sold on that proposition." He is completing recommendations. He did not elaborate on the statement.

Film distributors have been urging such a change in the anti-trust laws, and Rep. Walter (D., Pa.) has introduced a bill to give the courts such discretionary authority. The judiciary sub-committee is supposed to have hearings on the Walter Bill some time in the indefinite future after it completes the hearings now in progress on anti-trust problems generally.

However, the current hearings are scheduled to last another two weeks, and the film sub-committee takes to get to the Walter Bill, the less the chance of House action on the measure this year.

Germany's U.F.A.

To Be Broken Up

BONN, Germany, May 15. — The powerful U.F.A. film combine, once a vital propaganda instrument of the Hitler regime, will be broken up into independent stock companies and transferred to private ownership, it has been announced. The last official registration of the chairman of the German Liquidation Board.

But Germany's film theatres at the present time total slightly more than 5,000. Proceeds from the sale of the buildings and equipment of local theatres will probably remain to aid the progress of an independent, and strictly non-political, film industry in Germany.

MOTION PICTURE DAILY
Monday, May 16, 1955

Senate Group

(Continued from page 1)

yet to introduce a specific bill calling for Federal regulation of the film industry, as proposed by Allied, and that he had not been notified of any pending legislation involving the matter.

The Allied officials, Humphrey said, had made a formal presentation of their case. He added that while he had not yet heard the other side of the argument, he thought it would be worthwhile for a Congressional committee to look into the situation.

Barcelona Meet

(Continued from page 1)

ational Films Alfred E. Eiff and vice president and foreign general manager Americo Alcof, head the list of U.S. participants.

Director of foreign publicity Fortunat Baronat who has been here for two weeks in consultation con-
ference, will also be present as will Latin American supervisor Al Lowe and Far Eastern supervisor Anton Doyle, who is making the trip from Tokyo.

On the conference agenda are release and promotion plans for U.S. product set for distribution in Europe during the coming year and the announcement by the winners of the recently completed 1955 Daff drive.

Festival in Atlanta

(Continued from page 1)

and official motion tomorrow and Tuesday when the annual joint con-
vention of the Motion Picture Owners & Operators of Georgia and the Al-
abama Theatres Association will convene in the Biltmore Hotel here. Cooperation in the promotional as-
pects of the festival-convention will be contributed by the Florida Theatre Owners and Exhibitors Association.

Three Days for Organization

The three days will be utilized for the purpose of organizing the festival, instructing the attending exhibitors in showmanship selling and horti-

cultural sessions by the Georgia and Al-
abama associations.

The three exhibitor organizations are making promotional material such as trailers, window cards, posters, mats and, recordings and will use other devices such as radio, television and newspaper publicity and proclamations signed by city and state officials designating the period as Movie Festival Month.

Production and distribution will try to have as many big pictures as possible in saturation bookings during the period, but not less than three, and to have stars appear at each premiere. Saturation will be on a three-state basis or, in order to make a greater number of pictures available this way, distributors may saturate on a state-

by-state basis.

Will Use Radio, TV

It is also expected that production and distribution will buy at least one page in the Sunday time section of the Atlanta, Birmingham and Jack-

sonville papers on each picture, in addi-
tion to TV and radio time, and will

Review

“A Prize of Gold”

(Columbia)

RICHARD WIDMARK supplies the American "angle" to a picture pro-
duced in Berlin and Britain. Essentially British, the story is somewhat
"dummed down" with the impact of the British studio, and the picture is
very real in its plot of larnercy on a grand scale bring him and his associates to a bad

Widmark has a simple problem, with which the picture is unusually occupied, and to which he brings a Rovers Boy solution. An Air Force sergeant in occu-
pied Berlin, he has fallen to love a young murder, who teaches under-
cover in a picture house; that he should have a substantial sum to take her brood to Rio de Janeiro, where things presumably are better.

Widmark's answer to hardships is forceful, direct and to a tough situation, and he is convinced by the British army of American citizens from Berlin to Britain. This he manages with some newly found and reluctantly approved crooks and characters of the British

world.

But then things go wrong: the plane crashes amidst all the rough stuff accompanying the overpowering of its crew, and it appears Widmark and his friends may have committed murder. One of the Britishers, Nichols Patrick, turns out to be not merely a derring-do egotist and superlative, but also money mad, and therefore dangerous; especially when he disapproves Widmark's plan to return the gold, and then proceeds with all the tricks of judo beat up Widmark, a sergeant no less, of military police. Patrick gets his

comupnce in fleeing. When he falls into a canal, the gold bars weighing down his pockets drown him. Widmark remains alive to face court martial and a court martial acting as a private court to give a verdict of " Agreement to bring in a verdict of suspence and action better late than never:"

Mark Robson, director, and the screenplay was by Robert Buckner and John Paxton from a novel by Max Catto.

There are apperences for exploitive purposes, such as specially composed music, and special songs, and the London Symphony orchestra playing them.

Running time, 98 minutes. General classification. For June release.

“The Tiger and the Flame”

(United Artists)

BETTER than average interest may be created by this huge spectacle from the screen. The picture, filmed in color by Technicolor with a predominantly Indian background, is a rambling tale of the native son of an Indian princess, a prince turned away for many years, often violent saga about a mid-19th Century rebellion against the British.

In sets, decor, costumes and number of extras—reputed to total in the thousands, are all beyond the powers of the most lavish ever pro-
duced, and for the armchair traveller it is a real treat—an exciting panorama of a people and a race. Packed into the footage are scenes of true magni-

cence depicting the pomp and ceremony of old Indian life, such as the wedding and coronation of a maharajah, the festivities welcoming the birth of his son and at least one delightful Indian ballet. The pageantry is, in fact, almost numbing since it is used indiscriminately and the story is generally slowly winding down.

This concerns the fiery daughter of a poor merchant whose horoscope is so interesting she is chosen as the bride of an aging, childless maharajah without previous relations are that dangerous. The girl is left privately educated, lessons well and later, as the widowed maharajah, she organizes an uprising against British rule that, although doomed from the start, baffles India in its strategic forebears. The climax, which is seen in its entirety, is the be-mission completed and her personal story overwhelmed in visual spectacle.

Sohrab M. Modi, who both produced and directed the film, also plays one of the leading roles, and most effectively, that of the maharajah's devoted tutor and political adviser. A young lady by the name of Mehtah is seen as the maharajah and Mubarak plays her aging husband.

The screenplay was written by Geza Herzeg, Pandit Sudershan and Adi E. Keeka. United Ar-
stas is releasing the film, a natural for tie-ups with various school and univers-

ity programs.

Running time, 97 minutes. General classification. For May release.

Germany's U.F.A.

To Be Broken Up

BONN, Germany, May 15. — The powerful U.F.A. film combine, once a vital propaganda instrument of the Hitler regime, will be broken up into independent stock companies and transferred to private ownership, it has been announced. The last official registration of the chairman of the German Liquidation Board.

But Germany's film theatres at the present time total slightly more than 5,000. Proceeds from the sale of the buildings and equipment of local theatres will probably remain to aid the progress of an independent, and strictly non-political, film industry in Germany.

4 Receptions

(Continued from page 1)

Fox; Nicholas M. Scheick, Loew's; Milton Rackmill, Universal, and Barney Balaban, Paramount, the latter's rejection having been received on Friday.

No responses to the original bill had been received, he said, from Columbia, Warner Brothers, United Artists, RKO Radio and Republic. The only acceptance, he added, came from Steve Brody, president of Allied Artists.
Motion cutting large taking Technicolor contains to. literary question European company’s Bombay, (Ted) the the shouldn’t construction National put the engage plants 1955.

**Review**

"Eight O’Clock Walk" 
(Associated Artists)

Well made, well acted and crowded with picturesque details incidental to the main story line, this is another British thriller that is entirely predictable. One of the oldest plots in literary history is that of the man assumed for some time to be dead, but little is the effect of developing the idea, but here it is done with taste, imagination and suspense.

Richard Attenborough plays a taxi driver who, on his way to work, takes in a social worker at the office, and several witnesses testify they saw him with her. He is charged with the crime. The legal firm assigned to defend him is no more convinced of his innocence than the prosecution until they learn with the aid of writers Katherine Strusby and Guy Morgan, uncovers some circumstantial evidence of his own and the real murderer is revealed. As the suspects are limited, it shouldn’t be difficult for the audience to guess his identity, although the film’s interactions of the particular group is good.

Among the many-sided stories presented are the judge’s concern about his wife’s health, the father-and-son roles played by the opposing lawyers, the conflict among the judge, the lawyers, and the police who are involved in the trial, and the public’s interest in the sensationalism of the case. Although the trial is typically melodramatic, these tales give it an added interest and realism.

Fairly well-known to American audiences are Cathy O’Donnell, who plays the wife of the lawyer, the prosecuting attorney. Attenborough is particularly good as the confused victim of circumstance. George King produced and Lance Comfort directed the film which was based on a story by Jack Roffey and Gordon Thomas.

Running time, 87 minutes. General classification. For May release.

Sees Only Limited TV Color Films

During the next year only a limited amount of TV product will be filmed in color, Herbert T. Kalms, Technicolor president, stated here at the press conference.

However, he prefaces his remark with the statement "we believe as availability of color television transmission for national networks increases, more shows will turn to color, and ultimately a great percentage of programs will be in color."

In response to a question, he stated that the majority of filmed commercials at present are photographed in black and white. But, he said, producers are taking advantage of producing film commercials in color for advertising purposes, but color commercials in the broadcast market have not yet been made.

**Cites Federal Enterprises**

The Commission reports to Congress on methods to improve the organization of the executive branch of the federal government. It is recommended that many business enterprises carried on by Uncle Sam grow up during war periods, and said the problem is how to get them out of business after the war.

Turning to the defense department, the report said the department carries on 47 different types of business activities, including motion picture studios. The report states that continued operation of some of these 47 types of activities is needed, and that they should provide the service, geographic isolation, training of personnel, maintenance of morale and other factors. Nonetheless, the report said, “probably about 1,000 individual facilities” out of some 2,500 facilities in these 47 groups could be eliminated without injury to our national defense or any essential governmental function.” However, the report did not specify which facilities should be closed.

While the report made several recommendations for curtailing the operation of army commissaries and post exchanges, it did not make any similar detailed suggestions on theatres.

**Skirts Clearance**

**Hoofer Report Ignores Army Competition**

From THE DAILY Bureau

WASHINGTON, May 15. — The Hoofer Commission today made public its report on the government competition with private industry, and it contains no specific recommendations aimed at cutting back on the government’s motion picture or military film production activities.

The two theatres and film production activities presumably could be included in a general recommendation that Congress enact a bill to require the government to stop engaging in business-type operations which compete with private industry. They could also be covered in a general way in a recommendation that all laws permitting the armed services to engage in business operations be reviewed and amended to limit private business to provide military requirements to a greater extent. But the Commission made no specific recommendations on film exhibition or production, in marked contrast to very specific recommendations on military transportation and housing agencies, scrap metal plants and many other activities.

**Paramount Meet**

(Continued from page 1)


Division managers also left their respective headquarters at the week end for Hollywood to participate in the special meeting at which film foot age will be screened.
in June... from 20th!
Prices from $2.50 to $4.50

280,000 See Fight Telecast In 83 Theatres In 59 Cities

Eighty-three theatres in 50 U. S. cities as far west as Denver presented the closed-circuit telecast of the Rocky Marciano-Don Cockell heavyweight championship fight at Kezar Stadium in San Francisco last night to an estimated audience of 280,000 fans, according to Theatre Network Television.

Major theatre circuits reported that the advance ticket sale for the scheduled 15-round bout was "slow in general admission sales, but good in reserved seats." Prices for tickets ranged from $2.50 per seat to $4.50, tax included.

The weather in San Francisco, and also in West Coast which was blacked out for the closed circuit TV presentation, was generally good. A TNT spokesman here yesterday indicated that the International Boxing Club would realize close to $200,000 (Continued on page 8)

"U" Foreign Gross
Up 60%: Daff

Special to THE DAILY

BARCELONA, May 16.—Universal International has shown an increase of 60 per cent since 1950 and business now is around 20 per cent ahead for the first half of the current fiscal year as compared with the comparable period of last year, Alfred E. Daff, executive vice-president of United Artists, said yesterday at the European sales conference.

Daff declared that the 1955 Daff Drive, a 17-week sales drive, recorded (Continued on page 7)

Joint Statement
TOA and Allied
Seeking Other Relief Plans

To Decide on Action at 2-Day Session in N.Y.

Other "avenues...to obtain relief" will be sought by Theatre Owners of America and Allied States Association, it was declared in a joint statement issued here yesterday acknowledging the failure of Monday and Tuesday to "determine what action will be taken."

Without elaborating, Martin and Shor declared "we cannot be criticized for the avenues we must take alone." (Continued on page 7)

McConnell Attacks
Less Than Treble Damages for Suits

From THE DAILY Bureau

WASHINGTON, May 16.—Chicago anti-trust attorney Joseph C. McConnell today told Congress that film distributors, faced with heavy anti-trust damage suits in the courts, are trying to sell the Justice Department and Congress on a proposal to give the courts discretion to award less than treble damages in private anti-trust suits.

McConnell, who represented the 

Seattle Sets Up
Film Censor Board

Special to THE DAILY

SEATTLE, May 16.—By resolution of the board of King County Commissioners today the Seattle Board of Theatre Supervisors to act as a censor board for motion pictures.

Numerous complaints were received from rural patrons following showing of "Garden of Eden" without an "adults only" restriction. Parent-teachers and Catholic groups were especially against the showing.

"Davy Crockett, King of the Wild Frontier"

(Bueno Visto)

FOLLOWING a screening of "Davy Crockett" last week, somebody was heard to remark, "That picture isn't going to do anything but make money." Such a label has been attached to many outstanding pictures and so the remark was not exactly original, but it does, or at least should, apply to "Davy Crockett." The statement can be embellished by adding that for audiences of every age and both sexes the picture will do nothing but provide exciting entertainment.

For Walt Disney, "Davy Crockett" will earn fresh plaudits, deploring once again his gift as a producer of subjects with shelf-life and imagination. Photographed in color by Technicolor with Fess Parker starred in the title role, "Davy Crockett" re-tells the exploits and adventures of the fearless woodsman in a style that bristles with suspense, excitement and good humor. The theme song, long dominating radio's and
Girls Burn Barn
In Memphis; Blame
‘Blackboard Jungle’

Special to THE DAILY

MEMPHIS, May 16—‘Blackboard Jungle’
first banned by the Motion Picture
Censor Board and, later allowed to
show to adults only, was banned by
a half-hour Memphis television
staff. Judge Elizabeth McCain has
disclosed. The fire completely destroyed the $125,000
building.

Judge McCain said the leader of
the organization just a few hours
before the fire, is a 14-year-old
adolescent who was expected to see
‘Blackboard Jungle’ which finished a
three-week run at Loew’s State here
on Thursday. She said the girls said,
“We wanted to be tough like those
kids in that picture.” The leader, who
described the pictures as one family,”
and she and her date had no
difficulty gaining admission and that
there were others there even younger
than they.

Arthur Grooms, manager of Loew’s
State, said, “I don’t see how they got
the fire started. I made the rounds,
no gangs formed or fires set.

We watched closely to keep persons under
16 from getting in and had a specific
observation at the entrance the
first two weeks.”

Permission to show the picture to
adults only, was given in Memphis and
Lloyd Binford, chairman of the Memphis
Board of Censor, when told by the leader of the girls said she got the
idea said, “If the movie management
can’t keep children out of an adult-
ly picture I don’t know what to do about it.”

Urges Pulitzer Prize
For Screen Writers

BURBANK, May 16—A Pulitzer
Prize for motion picture writers today
was advocated by Jack L. Warner,
production head of Warner Bros.
Pictures, in a letter to John H. Hohen,
secretary of the advisory board
on Pulitzer Prizes.

Raising his suggestion upon the fact
that motion picture writing is a vastly public
than any other form of creative
writing, the film executive cited statistics
to prove his point.

Warner said his suggestion was
inspired by the fact that many Pulitzer
Prize winners could not have won
the coveted awards had their works been
created specifically for the screen.

“William Faulkner and Ernest
Hemingway are examples.”

Bad Seed’ to WB

BURBANK, May 16—Jack L.
Warner, executive producer, announced that
“‘The Bad Seed,’ Maxwell Anderson’s
current Broadway play, will be
adapted to the movies produced
by Warner Bros. Mervyn LeRoy has
been assigned to produce and direct
the picture, which will work for
Warner Bros. Pictures. The studio’s 1955-56 production
program, he said.

‘Iitch’ to Be Given
A.M. ‘Gala’ Debut

A morning world premiere will introduce
“‘The Seven Year Itch’ to New York audiences when
the CinemaScope pro-
ation of the Broadway stage play
bows at Loew’s State Theatre
on June 3.

Seeking the excitement of a
night premiere, the early morn-
ing send-off for the 20th Cen-
tury-Fox relaunch of a classic
will be attended by celebrities from
the entertainment world, headed
by the stars of the picture,
and a movement to the civic, social and
business spheres and the public.

High Court Refuses
Jarrico Case Appeal

From THE DAILY BUREAU

WASHINGTON, May 16.—The Supreme
Court today refused to con-
sider an appeal by writer Paul J.
Jarrico, who is questioning decisions
in favor of RKO pictures.

Jarrico was tried by RKO after he refused to answer questions
for the House Un-American Activities
Committee. The company also refused
to list him on the screen credits for the
movie, “Bad Day on the Columbus,”
which he had worked before he was fired.

The matter was submitted to ar-
bitration, and the arbitrators held Jar-
rico entitled to first screen writer’s
credit for the film. RKO refused and the
California courts awarded a de-
claratory judgment in its favor.

Jarrico sued for damages at the
time. Several California courts ruled
in favor of Jarrico and appealed to the Supreme
Court.

The court today gave no reason
for refusing to consider Jarrico’s
appeal.

Services Today for
Altec’s Ornstine

SCRANTON, Pa., May 16.—Fun-
eral services will be held here to-
night at St. Peter’s Church, for
Glen C. Ornstine, 89, Altec field
engineer in the Eastern division, who
was suddenly in Washington
yesterday. Ornstine had just completed a
service call at the Capitol Theatre
when he collapsed.

Jarrico joins Altec in 1942 in
L. G. Patton’s Eastern division. He
is survived by his wife, Margaret, of
Hafsville, Md.

Martin & Lewis Hosts

Dean Martin and Jerry Lewis will
be hosts to press representatives
the weekend of June 10 to 12 when
their television program, “VistaVision Picture: ‘You’re Too Young To
Know,’” will be screened at the Brown’s Hotel, 120
Shirle Biltmore, Los Angeles. Other Oggley Publications; Motion Picture Herald; Better Theaters
of Motion Picture Herald; Motion Picture and Television Almanac; Entom. Entered as 1st class
second-class matter Sept. 21, 1908, at the post office at New York, N. Y., under the act
(copies, 100)

MOTION PICTURE DAILY

Tuesday, May 17, 1955

Personal
Mention

WALTER READE, Jr., chairman
of the board of Theatre Owners
of America, has returned to his
Oakhurst, N. J., headquarters from
Europe.

CHARLES J. FELDMAN, Universal-
International vice-president and
general sales manager and Charles
STINDELL, Eastern advertising
and publicity department manager,
returned to New York from a trip
over the water from Hollywood.

KAY HARRISON, managing director
of Technicolor, Ltd., returne to
London from New York yesterday
via B.O.A.C. Monarch.

HAZARD E. KEESLING, president
of Cinerama, has arrived in Paris by
plane from New York.

RICHARD SAEK, producer-director,
and Mrs. Saeck, from low, returned
to the Coast yesterday from New
York.

SAMUEL G. EISEN, producer, will
leave Hollywood on Thursday for
New York, en route to Greece.

Roy W. Breyer, Allied Artists
head of branch office operations,
was in Atlanta from New York.

Paramount Studio
Lauded by Weltner

HOLLYWOOD, May 16—Tribute
was paid to the production forces
for “keeping the company on top” by George Welt-
ner, head of Paramount’s picture-booking
sales, in opening the company’s week-
end sales and merchandising meeting here.

“It is miraculous to me to see the
success of hit after hit that has
come from the studio,” Weltner said.
“Paramount’s push had convinced the industry that it is referred
to as the General Motors of the motion
picture field,” he said.

Participating in the meeting were
W. Frank Freeman, Paramount vice-
president in charge of the studio, and
Alfred Gewurtman, executive producer,
and additional to domestic sales executives,
division managers and members of the
studio executive production staff.

Starr Calls Toll TV
‘Scramble-Vision’

HOLLYWOOD, May 16.—De-
scribing television as a “scramble-
vision,” Alfred Starr, chairman
of the Organization for Free
Television, and the Advertising Club that the medium will create
nothing and that it will
destroy for picture the television
entertainment for which 35,000
Americans have invested more
than $700,000,000, in video receivers.

The American public likes tele-
vision, said Starr, adding that there
has been no uprising or keen
depression among the public in
unspecified events are available.

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MOTION PICTURE DAILY

700 Exhibitors
Attend Atlanta Film Festival

By WALTER BROOKS

ATLANTA, May 16—Bigger and
two motion pictures was the topic
of discussion at the opening of the
Southeastern Motion Film Festival at the
Atlanta Biltmore Hotel here today.
The festival will run through June
at the Biltmore and Plaza and Ponce
Theaters.

Some 700 exhibitors from these
parts are registered for the conven-
ion along with visitors from 55
cities, newspapers, film personalities
and Georgia governmental officials.

Exhibitors attended the MGM Ticket
Selling Workshop today which was run
by Mike Simons, MGM director of
customer relations, and witnessed
the latest exhibition of showmanship
ever presented in Atlanta.”

The panelists at the Workshop
were Joseph A. Davis, Paramount, R.
C.; Claude Motley, vice-president
and general manager of Video Theatres, Oklahoma City; J. H. “Bill” Williams, Williams Theatres, Union, Mo.; Hal Barnes, director of
advertising and publicity for Central
States Theatre Corp., Des Moines; Emrey Austin, director of exploita-
tion for Loew’s, Inc.; J. Hudson Moses,
Southern Press representative for
MGM, and C. J. Briant, Loew’s branch
manager.

Coca-Cola Is Host

The Coca-Cola company distributed “tickets” to everyone at the World
Shop and provided a free lunch for
time. Tonight, a cocktail party was
given by the Motion Picture Advertising
Service of New Orleans.

NEW YORK THEATRES
PRESENTING
THE FIRST
WILLIAM GOETZ PRODUCTION
FOR
COLUMBIA
The most powerful adventure story ever!

This is WILL LOCKHART
He came a thousand miles to kill a man he'd never seen!

JAMES STEWART as WILL LOCKHART

This is VIC HANSBRO
He wouldn't stop at anything... as long as he stopped

ARThUR KENNEDY as VIC HANSBRO

JAMES STEWART in

This is DAVE WAGGOMAN
No one ever crossed him... till he crossed the path of

ALEX NICOL as DAVE WAGGOMAN

This is KATE CANADAY
In all the valley, only she stood up for

ALINE MacMAHON as KATE CANADAY

Color by TECHNICOLORE
published in the Saturday Evening Post!

This is BARBARA WAGGOMAN
She knew a man when she saw one.
And one day she saw

CATHY O’DONNELL as BARBARA WAGGOMAN

This is ALEC WAGGOMAN
He owned everything in the valley except

DONALD CRISP as ALEC WAGGOMAN

THE MAN FROM LARAMIE

This is CHARLEY O’LEARY
He had nothing to lose but his life... so he joined

WALLACE FORD as CHARLEY O’LEARY

co-starring

Arthur Donald
KENNEDY • CRISP
Cathy Alex
O’DONNELL • NICOL
Aline
MacMAHON

with
WALLACE FORD

Screen Play by
PHILIP YORDAN and FRANK BURT
Based upon the SATURDAY EVENING POST
story by Thomas T. Flynn
Directed by
ANTHONY MANN

. . . . COMING IN AUGUST FROM Columbia!
...and the nationwide fireworks will start with the biggest premiere in history!

THE MAN FROM LARAMIE takes over the great state of Texas...with the biggest all-out promotion ever staged in the biggest state of them all!

CELEBRITIES! ★ PERSONALITIES! ★ COLUMNISTS! NEWSREELS! ★ WIRE SERVICES! ★ STARS! BARBECUES! ★ RADIO BROADCASTS! ★ TV COVERAGE! REPORTERS! ★ PHOTOGRAPHERS!
Admissions

(Continued from page 1)

and a previous high of 199.9 per cent in September, 1954.

The adult price index was put at 207.9 per cent of the base figure at the end of November compared with 202 per cent at the end of December and the previous high of 204.5 per cent at the end of December. The children’s price index was put at 172.6 per cent of the 1935-39 average, a figure reached before the end of December. It was down to 167.7 per cent at the end of December, 1954.

Technicolor

(Continued from page 1)

ran along the same lines as the report rendered to the press previously and as printed in yesterday’s issue of Motion Picture Daily.

The following resolutions were rejected for a three-year term: John R. Clark, Jr., Kay Harrison, Charles A. MacDonald, and Robert B. McConnell, Kansas, in response to a question, said that Technicolor relies more on its "know-how" than on its "raw materials," although they are important, to protect its process. He maintained, in response to another question at the harmonizing meeting, that the Technicolor process is cheaper than competitive processes.

A total of 1,407,918 shares of stock or more than 71 percent of the outstanding stock eligible to vote were represented either in person or by proxy.

Christophers Honor 3 Films, Producers

"The Long Gray Line," "Cinerama Holiday" and "The Bob Mathias Story" have been announced as recipients of Christopher Awards in the field of entertainment during the six-month period ending March 31.

Cited with COLUMBIA’S "The Long Gray Line" were Robert Arthur, producer; John Ford, director; and Edward Hope, writer; with "Cinerama Holiday," Louis de Rochemont producer; Robert Benedick, director; de Lacy, directors, and Otis Carney and Louis de Rochemont, 3rd writers; for "The Bob Mathias Story," William Schenck, Francis D. Lyon and Richard Collins, respectively the producer, director and writer.

The Christophers, founded by Father James Keller, award semi-annually bronze medallions for the maintenance of high standards in the fields of education, religion, government, labor relations, literature and entertainment.

House Group Hears
Schimel Today

From THE DAILY BUREAU

WASHINGTON, May 16.—Adolph Schimel, vice-president and general counsel for Universal, is scheduled to appear tomorrow before the House Judiciary Subcommittee holding hearings on anti-trust problems. The hearing today heard a slashing attack on the film companies by Joseph C. McConnell, Chicago attorney, who has represented many exhibitors in suits against the distributors.

Less than Treble Damages

(Continued from page 1)

Jackson Park Theatre and other exhibitor plaintiffs in anti-trust suits, testified before a House judiciary subcommittee that FDA’s hearings bring nothing but anti-trust problems.

McConnell sharply attacked a recommendation in favor of discretionary enforcement of the anti-trust acts, made by the American Bar Association’s Special General Committee. He charged this was a “hostile attempt” to weaken anti-trust enforcement, and that if damages were left to the discretion of the court, treble damages would never be awarded.

“Jury’s task is obviously slanted to discourage private anti-trust suits and to thwart the enforcement of the anti-trust laws,” he declared.

“Defense counsel in treble damage suits, realizing the court climate has changed, have now turned to the Attorney General and to Congress to rescue their clients,” McConnell declared.

"Questioned by Celler"

In his report, interjected subcommittee chairman Emanuel Celler (D., N. Y.), “We never had this campaign for discretionary damages until now. It started about suits against the motion picture companies.”

“Is that correct,” McConnell replied.

McConnell, who is now chief counsel for Zenith Radio Co. in its litigation with RCA and eight members of the Attorney General’s committee represented defendants in anti-trust suits where McConnell represents the plaintiffs and five of the eight represent defendants in Zenith’s anti-trust suit against RCA. He said no member of the subcommittee took part in suits against the motion picture companies, and that he himself had been suggested for a place on the committee but had been rejected as “prejudiced.”

The subcommittee showed interest in a charge by McConnell that John T. Cahill, New York attorney represented in Federal Court in Chicago last June a portion of the Attorney General’s committee’s report, even though the report wasn’t made until March 25.

McConnell pointed out that Jerrold Van Cise, a partner of Cahill, was a member of the subcommittee at the time Celler and Rep. Keating (R., N. Y.) asked the Attorney General to look over the progress, and also offered Cahill a chance to testify later.

Cahill denies charge

John T. Cahill, general counsel of Radio Corporation of America, denied today that the Attorney General’s anti-trust report was cited by him as an authority in a Chicago court case a year ago before it was published. The denial followed a statement by Thomas C. McConnell, a Chicago attorney, before a House judiciary subcommittee that the Attorney General’s report was quoted last June by an attorney for RCA in connection with an anti-trust suit Zenith had filed against RCA.

"Davy Crockett, King of the Wild Frontier"

(Continued from page 1)

TV’s “Hit Parade” is an asset of no small dimensions since it is used as finale music to each new adventure undertaken by the hero.

Sequences of “Crockett” have been an important part of television’s “Disneyland” and have provided exhibitors with the most munificent “trailers” that they can hope to attract attention to a picture. On the large screen the performances are so warm and ingratiating that the spectator is disarmed to see Crockett’s cinema life come to an end.

Oddly enough, the picture grips the interest with hardly the trace of romance. Captain Crockett, the hero’s wife, is the sole feminine character—which she portrays nobly—and is seen in very few segments. But the picture has so many other qualities, such as colorful scenery and action that the absence of romance is not a liability.

Sharing acting honors with Parker is Buddy Ebsen who, as George Russell, Crockett’s loyal friend and co-adventurer, was a perfect choice for the role. Other standouts are Basil Ruysdael, portraying Andrew Jackson; Hal Conley, a smooth riverboat gambler who provides the principal comedy moments, and William Bakewell, as Tobias Norton, an army major.

The story opens in 1813 when military action is necessary to put down the war between the Creek and the British throughout the South. Unable to cope with the situation adequately, the army calls Crockett, an Indian scout and Tennessee hunter, to help suppress further uprisings. With his friend, Russel, the missions are accomplished. Crockett’s career is then pursued through his service in Congress where he fights for the rights of the Indians and to his arrival in Texas where, at the Alamo, he is among the men who are wiped out by the troops of Mexico’s Santa Ana.

Bill Walsh produced and Norman Foster directed from a screenplay by Tom Blackburn.

Running time, 94 minutes. General classification. For release in June.

AL STEEN

TOA-Allied

(Continued from page 1)

obtain relief.” Allied has already launched its drive for Federal regulation of film rentals, while some TOA leaders, including Alfred Starr, chairman of TOA’s executive committee, have indicated that they have “open minds” concerning proposals to seek Governmental redress.

The joint statement thanked Rep. Herbert J. Yates and Allied Enforcement vice-president Ross E. Eich, for their “speedy acceptance” to the conference invitation, the only two company presidents who apparently accepted the bid without reservations. Most company presidents rejected the bid.

Wage-Hour Law

(Continued from page 1)

full labor committee are considered likely to favor some broadening of coverage. However, there probably will be a strong fight against expanded coverage on the Senate floor. Moreover, the House Labor Committee so far hasn’t even started hearings on wage-hour law changes.

U’ Foreign Gross

(Continued from page 1)

an all-time high of almost $2,000,000 for the foreign field. “Present U-1 Models” is coupled with prospects for further development definitely point to a new record anywhere in the world, he said.

Construction Firm

Uses Closed Circuit

Closed circuit television will serve the construction industry for the first time, when the Certain-teed Products Corp., of Ardmore, Pa., manufacturers of roofing, siding and gypsum materials, introduce a closed-circuit line to its representatives on a 10-city network show, originating from Philadelphia today.

Produced by Box Office Television, Inc., in cooperation with the American Broadcasting Co., the telecast will be viewed in hotel ballrooms and television studios in Chicago, Cleveland, Detroit, St. Louis, Kansas City, Minneapolis, Buffalo, Atlanta and Dallas. The program, also written by BOTTV, will acquaint its audience with the sponsor’s entry into the point product fields.

Brodby Will Meet

With Exhibition

The production of forthcoming product and the distribution of films ready for national release shortly were discussed between Allied Artists executives and key personnel over the weekend according to Steve Brodby, AA president, who returned to Hollywood last night.

Brodby, who has been in New York for a few days, disclosed here yesterday that he is “willing to meet with the Joint Allied Artists/TOA committee of America committee anywhere, anytime and on any subject.”
Seek New Insurance Classification for Drive-in Theatres

Special to THE DAILY

BOSTON, May 16—Edward Linder, president of Independent Exhibitors, Inc., of New England, has called a general meeting of the subsidiary Drive-in Theatre Association to report on the progress of the insurance committee, which is seeking a re-prisal of the insurance rates for workers' compensation in the Commonwealth. The meeting will be held at the Hotel Bradford here tomorrow.

The commissioners of insurance of the Commonwealth has based accident insurance rates in the same classification as parking lots, garages and other hazardous businesses, which the committee deems unreasonable, unfair and arbitrary. The committee is seeking to have the commissioner place drive-ins in a special classification, with lower insurance rates based upon the statistics of actual experiences in drive-in theatres over the past 10 years. Such a change in classification could affect every drive-in in the nation.

Seeks to Mediate Salesmen Contract

J. R. Mandelbaum today will seek to break the deadlock between the distributors and the Colosseum of Motion Picture Salesmen over a new contract. Sessions held here yesterday between the salesmen's union, headed by David Bartell, its counsel, and distribution representatives left the question of a salary increase unsettled.

The distributors have offered an increase of $2.50 per week for salesmen receiving up to $110 a week.

From Columbia

Television--Radio

with Pinky Herman

IF his second creation, "Sergeant Preston of the Yukon," is but half the success of his original, "The Lone Ranger," then George W. Trendle (Trendle-Campbell-Mueller, Inc.) has come up with another smasheroo. Executive producer-director Charles E. Skinner and Trendle have just signed Richard Sturges to play "Preston" in a new series of half-hour telefilms, currently being filmed on location in the Rockies and to be CBSponsored by Quaker Oats. . . .

Years ago, as a cub reporter, we had occasion to interview Norman Taurog at the Paramount studios and he told us that little Jackie Cooper, whom he was then directing in "Skippy," was a cinch to "remain a star." Last Sunday on the Philco Playhouse, Cooper portrayed "The Pardon Me Boy" and turned in a magnificent performance. . . . 912 actors, who appeared in the 88 Kraft Television Theatres productions in the eighty-one-week program, has been telecast, dined and danced till dawn at a gala celebration party held at the Waldorf-Astoria's grand ballroom.

Handsome George Ansbro, one of the most talented announcers in the East (including his 18th year of "Young Widdler Brown") and one of the nicest guys in Radio Row, will do a daily afternoon deejay program over WABC with the accent on romance-poetry-the sunny side of life. George is friendly & Ensign-National Association for Mental Health telefilm production, "Conflict," is being directed by Jack Barry at the Bedford Park Film Studios up in the Bronx. . . .

The two-man production was turned out by Harrison Productions to help raise funds for the Greater New York Fund, is a honey and should more than succeed when it is shown in the 21 metropolitan theatres. . . . One of the greatest musicians of our time, Alec Templeton, will WABDebut tonight at 9:00 a new half-hour series and feature music in the Bach, Beethoven, Berlin, blues and boogie-woogie manner. The Aleuts in the eighty-one-week package, will be co-produced by Marty Colby and Howard Schwartz and directed by Pat Fay, with Phil Tonkin, assistant producer.

"Peep and press NBChief Syd Eiges will be host at a special press preview next Tuesday at the Johnny Victor Theatre in New York when the results of an extensive research project "to determine the effect of TV upon an American City" (the subject city in this case—Fr. Wayne, Ind.) will be shown.

James Thurber has written a droll piece in the current issue of the "New Yorker," entitled on Alvin Sand's WOR program, "It's Your Baby." . . . Aside to Mayor Ralph Larson of Burlington, Wis.: Thanks for your kind letter and invitation. We deem it an honor and a privilege to have had the opportunity of helping "put across" your fair city's annual "May Day-U.S. WAY." . . . Aside to prexy Stanley Adams of ASCAP,: yippee with Steeling Shirley in proving a "one-man army" in his drive to make his fellow Californians aware of the justice in the joke book bill in Congress via his brilliant poem, "War Factions" which has been published in several newspapers there. . . . Mr. Allen has given away more than ten grand in U. S. Savings Bonds to winners on his TV sports quiz, "Call the Play." . . . Bill Silbert's gift of gab, savvy and experience behind the mike and in front of the camera, make him a natural to host or emceee TV variety shows.

Audrey and Jayne Meadows will make their first TV appearance together next CBSaturday on "Jackie Gleason Show" singing "Hot Potato Mambo" and "Japanese Khumb." . . . When producer Nat Holt of the formidable RKO ("Texas Lady") learned that Forrest Tucker was offered the starring role in a TV series, he released and replaced him with Gregory Walcott to portray "the killer, Jess Poley." . . . The new WABDirector of programs is named David Lowe—but he ranks high in the hearts of his staff because the entire group, consisting of 21 members and former members of the old DuMont TV network program department.

Fight TV

(Continued from page 1)

from the receipts of the closed-circuit shows.

The National Broadcasting System broadcast the bout over its radio network at 11:00 a.m. (EDST).

Prints for the bout, if acceptable, will be sped to every exchange area of the North American continent.

Reception Here Good

Reception at last night's closed circuit telecast of the Rocky Marciano-Don Cockell heavyweight championship bout was good, as viewed at the RKO-Fordham Theatre here. The premium seating, which normally seats 2,100 persons, appeared to be about 75 per cent filled.

Theatres Deprived Public Of Fight, Levey Declares

By bottling up the Rocky Marciano-Don Cockell heavyweight championship bout, motion picture exhibitors are deprived the American house audience of an event to which it has unquestioned right. Arthur Levey, president of Skirvin Electronics & Television Corp., stated.

"For $1 or Less"

"If subscription television were here, this sporting event would have been on home television for $1 or less for the entire family, instead of $3 or $4 per person as being charged by theatres which presented the closed TV circuit event," Levey declared.

"They did what the are accusing the top TV industry of planning to do—kibosh a show from 'free' television and put it on at an exorbitant charge, for a very limited group of fight fans," the Skirvin head asserted.

mammoth

from COLUMBIA
Leonard Goldenson
Cites Improved ABPT Income To 'Holders

Says More Films Would Have Aided 2nd Quarter

By LESTER DINOFF

Because of an improved trend in theatre business since mid-1954 and in the first 17 weeks of this year, the second quarter earnings of American Broadcasting-Paramount Theatres will be at least as good and possibly somewhat better than the same period of last year, Leonard H. Goldenson, the AB-PT president, reported yesterday at the company's annual stockholders' meeting at the Sheraton-Astor Hotel here.

"The second quarter is not a good (Continued on page 6)

Para.'s 7 Summer Releases Reflect $20,000,000 Cost

From THE DAILY Bureau

HOLLYWOOD, May 17—Seven major productions, all in color by Technicolor, representing a reported record negative value of more than $20,000,000 have been set for Paramount domestic release in July, August and September, George Welker, head of worldwide sales, announced today at the special sales meeting under way at the studio. Six of these pictures are in VistaVision.

Leading off the schedule is the gene-

(Continued on page 7)

Daff Names Winners In U-I Sales Drive

Special to THE DAILY

BARCELONA, May 17—Winners in the Universal Pictures 1955 All Daff sales drive were announced here today by Alfred E. Daff, executive vice-president, and president of Universal International Films, at the

(Continued on page 7)

American Legion Goes on Official Record Against Toll TV at Indianapolis Meet

From THE DAILY Bureau

WASHINGTON, May 17.—The American Legion has gone on record against toll television, providing theatre owners with a valuable and powerful ally.

The Legion's stand was set by its national executive committee at its semi-annual meeting in Indianapolis. The committee agreed to make the Legion's opposition to toll television known to the Federal Communications Commission and to Congress.

Resolution No. 165, adopted by the executive committee, requests the FCC and Congress to "make no rulings nor pass any legislation changing the fundamental system of broadcasting and telecasting in the U. S., hitherto devoted to free entertainment, information, educational and other programs which bring unlimited hours of enjoyment to millions of Americans, including hospitalized veterans, whose welfare has been and always will be the prime concern of the American Legion."

Approval of the resolution was spearheaded by the New York State Department of the Legion.

Will Top $3.04

Skouras Sees 'Boom' Year For 20th-Fox

Optimistic Despite Drop In First Quarter Profit

By MURRAY HOROWITZ

The profits of 20th-Century-Fox this year will exceed the $3.04 per share earned by the company last year, Spyros P. Skouras, president, predicted here at yesterday's annual meeting of stockholders.

Skouras informed stockholders that every CinemaScope picture released by the company, with the exception of one, had earned a profit, a situation which he termed "unusual" for a production-distribution company.

The 20th-Fox president made the

(Continued on page 6)

MPA Asks Congress To Amend Anti-Trust Treble Damage Law

WASHINGTON, May 17.—The Motion Picture Association today urged Congress to amend the anti-trust laws to give Federal judges discretion to award less than treble damages in private anti-trust suits.

The recommendation was put before a House Judiciary Subcommittee by

(Continued on page 7)

Approve Changes in Tax Law Repeal Bill

WASHINGTON, May 17.—The Senate Finance Committee approved with only minor technical changes a House-passed bill to repeal retroactively two controversial sections of last year's tax law.

The sections cover the deductibility of certain reserve funds for future expenses and the right to defer taxes on certain income until it is actually earned. The Treasury asked for re-

(Continued on page 7)
Ohio-Censored Films

Where They Are Now
Nobody Seems to Know

Ohio Censor Bill

(Continued from page 1)

ship in the state by barring only
minors under 18 years of age
from showing films found objection-
able by the censor. The bill was de
defeated by a vote of 11 to 8.

The judiciary committee also ap
dproved House Bill No. 712 which
would ban obscene comic books
and provide heavy penalties for
political action against offenders.

The vote was 22 to 6.

The State Senate today approved
a bill which would permit construc-
tion of an underground garage in
the State House yard in the hea
ter district here.

Bonfig Heads CBS-Col.

The appointment of H. C. Bonfig
as president of CBS-Columbia, suc
ceeding Seymour Mintz, was an
ounced yesterday by Dr. Frank
Stanton, president of Columbia Broad-
casting System, Inc. CBS-Columbia is
a television and radio receiver manu-
facturer and distributor in the corpo-
rations.

Mr. Bonfig was formerly vice-presi
dent and director of sales, Zenith
Radio Corporation of Chicago. He
has been in the broadcasting field
since that post by Louis C. Truesdell.

Luminous 24-Sheets
On UA’s ‘Stranger’

An advance poster campaign spot-
lit luminous 24-sheets for United
Artists’ “Not As A Stranger” on key highways by 24 states from coast to
coast will be launched this week, it was announced by Francis M. Winkels, national director
of advertising for UA.

The teaser-type displays, inaug-
urating the combined use of Day-Glo ink
and a special headlight-reflecting
medium, will beam news of Stanley
Kramer’s production at night as well
as by day. More than 2,500 of the
24-sheets will be located on major
traffic arteries in California, Colorado,
Connecticut, Georgia, Illinois, Indiana,
Iowa, Louisiana, Massachusetts,
Missouri, Michigan, Nebraska, New
Carolina, Ohio, Oregon, Pennsylvania,
Tennessee, Texas, Utah, Washington and
Wisconsin.

The signs represent a reported out-
lay of almost $50,000.

Debate Tall TV

HARTFORD, May 17—Att.
Hereman M. Levy, general counsel
of TOA, and Executive Secretary, MPTO
of Connecticut, took the negative posi-
tion in the broadcast television
Radio Station WELI program
night.

The affirmative was handled by
Robert H. Foster, director of athletics
at Yale University.

TOA’s Trade Show

To Have 135 Booths

Space for 135 industry exhibits has
been allocated at the Billmore Hotel
in Los Angeles for the Theatre Ow-
ners of America trade show which
will be held in conjunction with the
national TOA convention here on Oct.
6, 7, 8 and 9.

E. D. Martin, president of TOA,
in announcing finalization of plans
for the trade show, stated that contracts
for the booths will be available in
about two weeks.
PERFORMANCES THAT COMMAND ACADEMY AWARD ATTENTION!
—because this is a drama of real people, life-inspired!

DORIS DAY as song-star Ruth Etting
JAMES CAGNEY as "The Gimp"

A STATEMENT TO THE TRADE ABOUT M-G-M's "LOVE ME OR LEAVE ME"

The grapevine from California has proved magnificently right again with the arrival in New York this week of the print of "LOVE ME OR LEAVE ME." Everything you’ve heard about this turbulent drama, excitingly attuned to today’s box-office, is true.

A public Preview was held at Loew's Lexington Theatre, the same place where "Blackboard Jungle" was sneaked. The response was identical. A thrilled, spell-bound audience acclaimed a big, new dramatic hit.

Stories from the lives of real people are potent screen fare. This one pulses with the excitement of a career story that began in a tough dance hall in Chicago’s lurid, mob-ruled days and ran the glamour-gamut to Hollywood’s movie life and Broadway’s Ziegfeld Follies.

These elements have been woven into one of the greatest mass entertainments of our time.

PRE-SOLD!
Powerful full page ads in LIFE, LOOK, COSMOPOLITAN and ALL FAN MAGAZINES. Also PICTURE OF THE MONTH COLUMNS in leading national magazines, giving big attraction a readership of 145,413,300.

* M-G-M presents in CINEMASCOPE and COLOR
DORIS • JAMES
DAY • CAGNEY

"LOVE ME OR LEAVE ME"
Co-Starring CAMERON MITCHELL
with ROBERT KEITH • TOM TULLY
Screen Play by DANIEL FUCHS and ISOBEL LENNART
Story by DANIEL FUCHS • Photographed in EASTMAN COLOR
Directed by CHARLES VIDOR • JOE PASTERNAK

*(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)
TOGETHER, the motion picture of the modern era and Martin Quigley, publisher, serving the institution of the screen through its rise to pre-eminence among the entertainment media of the world, have come into their fortieth year.

It is four decades now since the film emerged from its novitiate in vaudeville, black tent and nickelodeon and in 1915 found its new estate as the preferred amusement of all the people, everywhere. That year Martin Quigley, at twenty-five years of age, a veteran of three years in the field of the daily newspaper, made the cause of the motion picture his cause—as it is today, and as it is to be through the tomorrows.

HENCEFORWARD Quigley Publications have grown under an undeviating policy of service to the motion picture and to the industry, with recognition of the inter-dependency of all of its branches. From then to now, the objective has been to work for the welfare and the success of the screen and all who strive to serve it well.

In unbroken continuity this has been so for all the forty years. No other institution of the motion picture has survived so long, or so continuously grown in influence, under a single administration and with a single basic program and policy. This policy of promotion and protection of the motion picture and the industry has in these forty years
written an abundant record, as diverse as the concerns of the industry itself and its personnel.

REACHING beyond the pages of these publications, Martin Quigley has contributed importantly in a myriad of functions of public relations and private counsel. Notable among these contributions was his development and introduction of the Motion Picture Production Code, that document of moral and social self-regulation which has proved the industry's charter of freedom against the assault of propagandists, agitators of special causes and the tinkerings of meddlers.

The career of Martin Quigley has grown as the motion picture has grown. Foremost his concern has been—and continues—to give this industry a business press commensurate with its needs, reflective of its spirit and enterprise—a telling of the story in pages of character in word and dress, a performance of quality, decency and integrity that contributes to the repute of the motion picture and the industry.

COMPLETION of four decades of an unrelenting pursuit of this ideal becomes an occasion to be appropriately celebrated in the publication of the fortieth anniversary edition of Martin Quigley's Motion Picture Herald. The edition also will contain an observance of the Twenty-fifth Anniversary of the Production Code.
Goldenson

(Continued from page 1)

theatre period because of the lack of enough 'empty' product," Goldenson said. "Our earnings during this period will, however, keep pace with the previous period," Goldenson concluded.

In the conclusion of a previous column, Goldenson had predicted that a few of the better pictures will be released in June of this year that had been originally planned for third quarter release, he said.

Queried by Stockholder

"Your company has continually stressed the importance of an even flow of good pictures throughout the year and we hope that next year there will be a better distribution of releases so that more good product will be available throughout the year," the AB-PT head asserted. In reply to a stockholder's question, Goldenson added, "I am quite certain that we are giving serious consideration to the production of films because the company has the right under the consent decrees and the trust. The company is already involved financially in the production of films for television and film executives have said that the studio could be used for theatrical film production if necessary.

During the past year, Goldenson said, there has been "a healthier tone to the theatre business, due not only to better quality of pictures and the reduction in the Federal admissions tax, but to the "continued improvement in the technology of picture making and screen presentation."

He lauded the VistaVision process as an "unusual entertainment medium and said that "we cannot foresee what will happen to screen techniques will be, but systems now in use have unquestionably aided in the preparation of pictures and the public's enjoyment of them."

Theatre attendance has not kept pace with the increase in theatre revenue and it is necessary to devise ways to broaden the audience potential, the AB-PT head said, "particularly among youngsters." By encouraging the youngsters of 12 years of age and up to attend movies, we hope to make them regular movie goers and as they grow older, these millions of youngsters of today will constitute the major portion of our audiences," he said. "To end this, our theatre associates are experimenting with student admission prices."

He cited the Texas program of enabling youngsters to attend motion pictures at half the adult prices. He added that the division of the company, Goldenson stated that the first quarter for ABC was profitable and substantially ahead of last year and that the earnings of the second quarter were running well ahead of the same period of 1954.

Directors Re-elected


Goldenson, president; vice-presidents: Gross, Hinckley, Edward L. Hyman, Kintner, Markley, Robert M. Weitman; O'Brien, vice-president and secretary; Simon B. Siegel, treasurer; James L. Brown, comptroller and assistant treasurer; Edith Schaffer, assistant secretary; Geraldine Zorbaugh, assistant secretary.

Opposes Toll-TV, Goldenson Declares

The theatre and broadcasting subsidiaries of American Broadcasting-Paramount Theatres will oppose subscription television in the proceedings before the Federal Communications Commission, Leonard H. Goldenson, the company's president, told stockholders yesterday.

It is concluded that, at the very least, the new medium would not co-exist without resulting in a great loss to the viewer of the availability of varied types of television programs and that it would not be in the general public interest and would not be a proper use of the franchise, the film executive stated.

‘Boom’ Year Is Predicted by Skouras

Plans ‘Reserve’ of 4 to 6 Pictures

Eight million dollars has been allocated by 20th Century-Fox's board of directors to build an inventory of four to six pictures which will be ready for release when needed, it was disclosed here Monday by Spyros P. Skouras at the company's annual stockholders meeting.

Skouras said the decision to always have a reserve of pictures was based on the condition which existed in the first quarter of this year. In that period, he pointed out, only four CinemaScope releases were available, one of which proved disappointing at the box-office.

photograph in 55mm, reducing to 35mm, except for a few pictures in a few roadshow engagements.

The plan to try out a technique of developing new personalities, Skouras said, was the growth of big participation deals is a danger to the independent film industry. "Nevertheless, the genius of independent producing companies, formed by individuals, will survive," he added. "It is the force of 20th-Fox to look elsewhere for new talent, he continued, "and the availability of known stars for the failure of the company to have more than four releases available for the first quarter in 1955.

If present stars are not available, said Skouras, the studio will hire new personalities, adding that the latter can best be developed when they play important roles in important subjects. The company, he added, is pursuing a policy of acquiring top pre-sold books and stage properties.

He informed stockholders of the company's decision to enter TV film production and told the meeting of the progress made at the studio on drilling for gas and oil. "We are drilling on our own lot," he said, adding that the production of oil and gas is very substantial. When the property is completed, he said, "we have good reason to believe" the financial realizations, expected to begin in June, will be "very great.

Advertising Expenditure

In response to stockholders' questions, Skouras revealed that 20th-Fox spent $7,028,000 in world-wide advertising in 1954 as compared to $6,255,000 in 1953. The company employs from 12,000 to 13,000 people throughout the world currently, Skouras stated. Twentieth-Fox plans to spend over $2,000,000 to reconstruct the company's Western Avenue studios for production, he told another questioner.

Domestic legal expenses for the company were cut to $1,700,000 for 1954, compared to $1,600,000 for the previous year. Regarding legal expenses, Skouras noted that the company has paid less than $5,000 to date, mainly involving alleged anti-trust charges.

20th-Fox Board Reelects All Officers; Votes 40c Dividend

The board of directors re-elected Spyros Skouras, president, and Willard F. James, vice-president, 20th Century-Fox yesterday, following the corporation's annual meeting here. James, who serves as officers for the next year, were the following: William C. Michel, executor; John J. Gibbons, Jr., vice-president; Harry F. Stock, vice-president in charge of production; Murray Silverstone, vice-president; Joseph H. Moskovitz, vice-president; Charles P. Einfeld, vice-president in charge of advertising, publicity and exhibition; Donald A. Henderson, treasurer and secretary.

Eddie Now in Japan

Also, C. Elwood McCartney, comptroller and assistant treasurer. McCartney said that the comptroller will replace as comptroller W. C. Eddie, who is now on an advisory leave of absence for the company because of his ill health. Currently, Eddie is in Japan negotiating for the company on tax problems and following his visit there he will travel to tour other countries in the Orient.

All the remaining officers were re-elected.

The board also voted a quarterly cash dividend of 40 cents per share on the outstanding common stock, payable June 28 to stockholders of record on June 10.

Foreign Films Aid Product Shortage

The shortage of U. S. product is currently being alleviated by a number of foreign-made productions which were especially mentioned by Goldenson. "According to Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres. A large number of Italian films, and if no screen time, Goldenson said, and added that within a short time a number of these foreign-produced pictures will be coming into the U. S. for exhibition.

Eyes Expansion

After Divestiture

American Broadcasting-Paramount Theatres will give consideration to the acquisition of additional theatres in growing and fully-drilled areas, it was announced after Sept. 3 when the circuit hopes to complete its theatre divestiture program, according to H. Goldenson, AB-PT president, said here yesterday.

AB-PT will have "under 600 theatres, including 26 drive-ins," by Sept. 3, Goldenson said, adding that the theatre association is currently surveying their local situations in this connection.
No Sale Now of 20th Films to TV

Twentieth Century-Fox will not sell its old films to TV now because such a step "won't serve our best interests," president Spyros P. Skouras said in a letter yesterday to the annual stockholders meeting.

Skouras' statement that the theatres offer the company the best earnings potential. He denied that the current policy of not selling old films to TV is dictated by the demands of exhibitors. He also contended that the value of the old films will not diminish in the price that can be obtained from TV as time passes.

Review

"The Magnificent Matador"

(Continued from page 1)

"The bravest of this picturesque bull-fighter film belong to Anthony Quinn for superb acting, to Charles Lang's intriguing screenplay, and to Budd Boetticher's knowledge of the dramatic possibilities of bullfighting, evidenced in his direction. With Maureen O'Hara's beauty and CinemaScope added to the cast, the Mexican Bullfighter found spots for themselves in the film, which was photographed entirely against colorful backgrounds in Mexico.

Boetticher is able to develop the excitement of the bull ring without resorting to the violence one would normally look for in a film of this kind. His story avoids generating an excess sympathy for the bull-fighter Quinn, who suffers through more than two-thirds of the film with a secret that might have invited an annoying reaction in less capable hands. The story deals with Quinn's concern for a very young bull-fighter whom he has been invited to induct as a full-fledged matador. A night-marish dream before entering the arena has him running away from a vast Sunday crowd who can witness the event.

Miss O'Hara, wealthy American heiress, follows him and offers her palatial estate as a hideaway until he can regain his nerve. His secret problem appears greater than his romantic interludes with the beautiful redhead, until she consoles him when she finds out that the boy he was to induct was his own son, born out of wedlock. The boy, secretly raised by friends of Quinn's who were Quinn's early admirers, has told Quinn that he wants no part of his relationship and that he wished to follow in his footsteps. Quinn recognizes his son's ability with great pride as he announces their relationship during another induction ceremony at the arena.

The film is truly paced, colorful, actionful and offers a nice balance of dramatic and romantic elements throughout. It should prove an excellent attraction for both class and action houses with the possibilities of good newspaper and trade advertising. It is likely to amply reward any extra sales and promotional effort which the exhibitor expends on it.

Lucien Ballard's camera work and Richard Louron's editing are worthy of mention for their individual contributions to the picture. The Eastman-Color prints are processed by Pathé. Running time, 95 minutes. Adult classification. For release in June.

SAMUEL D. BERNSTEIN

Para. Releases

(Continued from page 1)

The general release of "Strategic Air Command," to be followed by "The Seven Little Fays," starring Bob Hope. August releases will be "We're No Angels" and "You're Never Too Young," starring Dean Martin and Jerry Lewis.

Three pictures for September are: "Frederic Franklin's" The Gift of God; Alfred Hitchcock's "To Catch a Thief" and "Ulysses," made in Italy. Four additional films will have a June release date: "Ximators" will be the VistaVision frontier films, "The Far Horizons," "Run For Cover," "Mambo" and "Hell's Island.

Approve Changes

(Continued from page 1)

The appeal, which was fought by business groups. The Commerce Committee said that firms whose tax liability is increased as a result of the repeal of the exemption will pay the additional tax free of penalty. The House bill had a Sept. 15 date on this provision.

Kentucky Allied

(Continued from page 1)

The newly formed association were: Abram F. Myers, general counsel; Rube Shor, president, and Wilbur Stapper, vice-president, all of national Allied; Chris Plister, former president of Allied, and W. A. Carroll, executive secretary, Indiana Allied.

Executive Board Named

The Kentucky group was established, and an executive board was set up to handle affairs of the new organization until such time that a regular election of officers and board members could be held. Appointed to the new board were: E. L. Ornstein, Louis A. Arru, Anna Bell Ward, J. M. Reiss, Floyd Morrow and Bob Enoch. Ornstein was appointed temporary national director by the executive board. He will be sent to the national Allied board meeting which will be held in New York on May 31.

A large number of those present pledged membership, and immediate plans were formulated for an all-out membership drive for the new organization.

Daff Names

(Continued from page 1)

second day of the European sales conference.

Walt Disney's "Lady and the Tramp" has inspired applique patterns for little girls which are shown pictorially on a full color, editorial page in the May issue of "McCall's." Attention is called to the appealing design, which is a stylized, sciptic text, and the readers are informed where the Walt Disney patterns can be bought.

WALTER HAAS

National Pre-Selling

A MAJOR magazine ad campaign on Paramount's "The Seven Little Fays" has been set for June and July. More than one hundred newspapers are expected to be reached by this full-color advertising campaign.

Katharine Hepburn includes the July "Woman's Home Companion," on the nearstands June 16; the June 27 issue of "Life"; the July issue of "Saturday Evening Post"; the June 26 issue of "American Weekly" magazine, supplement to 30 Sunday newspapers; and the July issue of "Seventeen."

Also included in the "Seven Little Fays" campaign are the July, August and September issues of 11 fan magazines.

The 1955 Benjamin Franklin Magazine Award Gold Medal for Public Service was presented to "Redbook" magazine for "the most distinguished and meritorious service." "Redbook" was given the award for three articles dealing with important problems of rights and individual freedoms: "What is a Security Risk?" (March 1954) by William Peters and Oscar Schisgall; "Fear On the Cam-" (April 1954) by Andre Fontaine, and "The Schools That Broke the Color Line." (October 1954) by William Peters.

According to the judges, this series constituted "an effective contribution to public understanding of one of the most challenging social and moral issues of our day, and was considered a courageous effort to bring controversial issues before a mass audience."

"Look's" cover on the current issue has a beautifully colored picture of Kim Novak, star of "Five Against the House." Also in the is-
"THE PRIVATE WAR OF MAJOR BENSON" was conceived at the outset to be a great entertainment picture, a great box-office picture. That it also proved to be a "GREAT" picture is not surprising...we spared no pains to insure its success! Don't just take our word for it... F' GOSH SAKES, See it... and enjoy the HEART-WARMING FUN!

Happily Yours from UNIVERSAL!

* Take your family or your sweetheart to the SPECIAL SCREENING your U-I EXCHANGE is arranging in your Territory!
MOTION PICTURE DAILY

VOL. 77. NO. 98
NEW YORK, U.S.A., THURSDAY, MAY 19, 1955
TEN CENTS

By J. A. OTTEN
WASHINGTON, May 18. - The Administration today backtracked on its earlier recommendation that Congress extend the minimum wage law to cover interstate theatre chains and other retail outlets operating on an interstate basis.

Stuart Rothman, solicitor for the Labor Department's subcommittee that the Administration was not necessarily recommending extended coverage but only that Congress "study" and "consider" extended coverage. The distinction drew from subcommittee chairman Douglas (D., III.) a charge that this was "double"

By LESTER DINOFF

There is a "strong possibility" of a merger between the Theatre Owners of America and Allied States Association in order to "earn the respect of producers, distributors and government," according to Walter Reade, Jr., chairman of the board of directors of TOA, who yesterday revealed that "exploratory talks between both exhibit groups concerning the merger have already been taken place."

"The Theatre Owners of America would welcome a merger with national Allied so that exhibition could have unity, a united front, as it has in a number of foreign nations," Reade stated following his return from a two-week trip to France and England.

Exhibition problems of each group are analogous and the industry roundtable couples "in the first step," Reade said in speaking of the possible merger of the national theatre groups. "This is conducive to a merger," the TOA chairman said.

Large theatre circuits and owners of a single theatre have, basically, .

By L. J. FINSKE TOA

Fla. State Theatres; Nettet ‘Consultant’

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc., announced yesterday that Leon D. Netter, president of Florida State Theatres, Inc., and a theatre executive in the home office of the company for more than 20 years prior to his coming to Florida, will assume a consultant role with Florida State Theatres, Inc., effective July 1. He said Netter wanted to "take things a little easier."

Goldenson also announced that predicted soon, Nettet’s recommenda- tion, Louis J. Finske, who is now serving as vice-president of the Florida circuit, will become its president, succeeding Netter, on July I. Finske has been associated with Netter for the last three years in the operation of Florida State Theatres, Inc., with headquarters in Jacksonville.

To his affiliation with Florida State Theatres, Inc., Finske served as president of Penn-Paramount Corp., which operates theatres in the Pennsylvania

By WALTER READE, JR.

TOA chairman said.

Large theatre circuits and owners of a single theatre have, basically, .

Allied’s Directorate Meets Here Sunday

Members of the board of directors of national Allied will open a series of meetings here on Sunday at the Waldorf Astoria Hotel.

Ordinarily an agenda for the board conclave is prepared in advance in Washington by Abram F. Myers, Allied general counsel, but this procedure was abandoned this year because of uncertainty over the fate of the proposed roundtable meeting in Allied and Theatre Owners of America officials with film company executives, which had been scheduled for next Tuesday.
**Personal Mention**

**Charles C. Moskowitz**, MGM vice-president and treasurer, is scheduled to return to New York at the weekend from Miami.

**Robert J. O'Donnell**, vice-president and general manager of the Interstate Circuit, will return to Dallas today from New York.

**Mike Simon**, M-G-M director of exhibitions, who toured Burma, Austria, in charge of exploitation, has returned to New York from Atlanta.

**Leslie Fabe**, assistant managing director of British Lion Film Corp., is scheduled to arrive here from London today via B.O.A.C. Coroner.


**Paul Raymond**, Paramount vice-president, is due back here from the Coast on Friday.

**B. G. Kranze**, United Artists general sales manager, will return to New York today from San Francisco.

**Ferrec March** and his wife, **Florence Eldridge**, have arrived in Rome from Madrid.

**Count Leonardo Bonzi**, Italian producer, returned to Rome yesterday from New York.

**Charles Levy**, Eastern publicity director for Walt Disney, left here yesterday on a country-wide tour.

**Jules Levy** has returned to New York from Europe.

**Abraham Silverstein**, 83

Abraham Silverstein, 85, father of Maurice (Red) Silverstein, Loew's International regional director of Latin America, died yesterday at his home in Hollywood following a long illness. His son, in New York for business, flew down last night to Hollywood to attend the funeral. The deceased is also survived by his wife and a son and daughter, Harold and Anna.

**Parker on Tour**

Starting Saturday, and continuing through June 19, Fess Parker, who plays the title role in Walt Disney's "Davy Crockett, King of the Wild Frontier," will make an extensive tour of the United States. Starting in Oklahoma City, Parker will visit cities in the Southwest, South, Middle West and Atlantic seaboard.

**Mrs. Cora McKay Dies**

**RUTLAND Vt., May 18.**—Mrs. Cora E. McKay, a partner with New England Theatres, Inc., in the Paramount Theatre, of this city, died here this morning.

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**21% Required Revisions**

**Toronto Censors Note Drop in U. S. Feature Imports**

**Special to THE DAILY**

TORONTO, May 18—In his report, Dr. Morris Cohen, director of the Ontario Board of Censors, has declared that not only was there a decrease in the number of feature-length pictures imported into Canada from the United States this year, but that the number of imports was much smaller than in the past.

Dr. Cohen explained that the reason for this was that the censor board was much less strict in its examination of films. He stated that the censor board had found that the majority of films which were imported into Canada this year were of a high quality and that they did not require any changes.

**Kreisler Reports on So. Amer. Market**

**International**

Italian films are finding a greater market in South America, Dr. Kreisler, president of International Film Associates Corp., reports. He returned recently from an eight-week business trip to Latin America.

The change is primarily due to the increase in Italian immigrants, he said.

"United States films, however, continue to be the best liked and general attendance is on the upgrade despite the thousands of new television sets and night athletic events," Kreisler commented. "Here is a case in point: there are about 20,000 television sets set up now in Argentina—television is a far from a few hours daily—and the programs generally are poor. Improved film attendance in the last six months may have more people to pictures instead of having them stay home to view television," he added.

**'Red Tape' in Argentina**

Film negotiations are more difficult in Argentina than in most of the other Latin American countries, Kreisler said. Although a red-tape and import license restrictions against outside product, particularly independent features, is the decision of trying to encourage local production, he said.

"These negotiations were made with franchise distributors in all countries except in Argentina to handle the pictures. In Argentina, it is not done," according to Kreisler. The initial

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**News Roundup**

**New Bayshore Drive-In**

Associated Prudential Theatres will open its new Sun- rise Drive-In, Bayshore, L.I., on Monday. The outdoor theatre will open officially on Tuesday. The theatre claims the first installation of a new 112 by 54 foot screen, said to be the largest developed by the Motion Picture Association. It is in association with Alcoa. Reported to be the largest in the East, the drive-in has a capacity for 1,500 cars.

**Continues Texas Study**

Smidlinger & Co., which started a study of the Bordun, Tex., film market last May and then halted it in order to devote full time to the admission tax repeal campaign, has rescheduled its plans to continue the work, and will continue for the next six weeks.

**New Mexican House**

Active theatres in Mexico City now total 127 with the opening of the 3,000-seat Cine Polanco. Owned and operated by the Mexicans, the theatre has an underground parking lot.

**Change Broadcast Date**

The John Daly. "Who Said That?" ABC is moving the John Daly Memorial Hospital will be seen next Wednesday night at 8:30 (EDT). Robert Weitman, vice-president of ABC and Eugene Picker of Loew's Theatres, arranged the benefit show.

**26 NYC Theatres to Show Fight Pictures**

Twenty-six theatres in the New York metropolitan area today will begin showing motion pictures of the Rocky Marciano-Don Cockell heavyweight championship fight. It was announced yesterday by United Artists which has distributed 600 prints of the fight films to theatres across the country.

**Danny Gray Is Dead**

HOLLYWOOD, May 18.—Funeral today were being arranged, today for Danny Gray, 65, who headed the M-G-M film editing department from studio's founding in 1924 until his retirement last year, and who died yesterday at his home here. The deceased was widely known in New York.

**Fabian in Hospital**

Si Fabian, president of Stanley Warner, entered Lenox Hill Hospital in New York last night. He was taken from Europe on Thursday, and was confined to his room yesterday. It was learned yesterday. Said to have been suffering from a stomach ailment, Fabian's condition was described as "good" yesterday.
Washington ‘Post’ Lauds Kansas for Ending Censorship

WASHINGTON, May 18. — The Washington “Post” has editorially expressed the hope that other states may follow Kansas in ending state censorship of motion pictures.

“The licensing of pictures ought to go the way of the licensing of the press,” the “Post” declared.

The editorial comments that 48 states have now ended censorship of newsreels, and added that “the only thing to wonder about it at the moment is that Americans in any state have for so long tolerated such an egregious interference with their right of access to information.”

Six States Still Censor

Then it pointed out that six states still tolerate censorship of other motion pictures, but that Kansas will end its state censorship on June 1.

“The traditional argument of the censors,” the “Post” stated, “is that censorship is necessary to protect public morals and prevent crime; but the record of the 42 free states in regard to crime and morals compared without any advantage whatever with the record of those 6 states where censorship safeguards the public from anything offensive to the censors.

“The half-spell of the bland assumption of the censors that the people are not qualified to judge for themselves what they may see, hear and read, has finally run off to Kansas. It is tipped expectantly and hopefully to Maryland and Virginia, which have taken a step in the opposite direction (by ending censorship of newsreels). The people of the other censored states may soon become adult enough to judge for themselves.”

S.E. Festival Heats Martin and 5 Others

ATLANTA, May 18. — Industry problems, selling methods and equipment occupied the closing session of the Southeastern Motion Picture Exposition at the Atlanta Biltmore Hotel here.

Among the speakers were A. B. Pappert, of Wilby-Kiney Theatres; E. D. Martin, president of Theatre Owners of America; Fred Storey, president of Storey Theatres; Dick Kennedy, president of Alabama Theatre Owners; Nash Wells, general sales manager of Wil-Kin Theatre Supply, and Ray C. Colvin, executive director of Theatre Equipment Dealers Association.

4 of Favor Toll TV

Of Dodgers’ Games

N. Y. Daily News’ Inquiring Fotographie asked Dodger fans at Ebbets Field, Brooklyn, if they would be willing to pay the $1 toll to see the Dodgers play on TV. Four of the six interviewed answered in the affirmative; two said no.

Two months ago, tầm asked the general question, whether subscription TV was favored or opposed. The replies were unanimously opposed.

Key City ‘Snips’ For ‘Major Benson’

Universal-International will hold a series of “snips previews” of “The Private War of Major Benson,” its Technicolor comedy starring Charlton Heston and Julie Adams, in every key exchange center in the United States as well as in sub-key cities to accommodate its exhibitor customers from Coast to Coast, it was announced yesterday by Charles J. Feldman, vice-president and general sales manager of the company.

Feldman said that the decision stems from the audience reaction to the picture at its first “snip preview” several weeks ago which, he said, was the most enthusiastic ever accorded a U-I picture.

‘Alison’ to RKO

HOLLAND, May 18. — J. R. Griesel, president of RKO, has completed arrangements with Tony Owen of Anglo Amalgamated Films, Inc., for worldwide distribution of RKO Radio Pictures of “Portrait of Alison” outside of Britain.

Probes ‘Political Tests’

Ford Foundation Study of Industry Nears Completion

By MURRAY HOROWITZ

A survey to examine whether, and to what extent, political tests are used in the entertainment industry, undertaken by the Ford Foundation’s Fund for the Republic, is nearing completion, it was disclosed by John Cogley, director of the project.

Cogley, interviewed regarding the survey, explained that his survey covered the film industry as well as radio and television; said that he was “pretty much near the end of the research phase. Work on organizing the material and writing the report, he added, will begin shortly. He expressed hope that the report, by Mr. B. Jones, a book to be published, will be ready this summer.

Hundreds Interviewed

Cogley, former executive editor of the “Federal News,” said he had talked to between 300 and 500 people in the film industry have been interviewed. The range of personalities questioned varied from members of the “Hollywood Ten,” to recent court findings on the research affiliation of the Motion Picture Alliance for the Preservation of American Ideals, to such individuals as the onetime heads of the American Civil Liberties Union, the Southern California Labor Federation, and the CIO and AFL union consultants.

The survey, begun last December, is expected to take about 10 to 12 people, Cogley stated. Supervising the investigation in Hollywood, he continued, is the noted writer and producer J. F. Adrien, a former member of the Office of War Information and a former editor employed by the celebrated Picture Arts and Sciences, and Elizabeth Poe Kerby, former “time” magazine researcher.

The survey, concerned primarily with two areas, those of radio and TV and the motion picture industry, seeks answers to questions regarding the usages of ‘political tests’ and other questions.

Is there a political criteria used for employment of people?

If there is, what are the criteria? Membership in the Communist Party? Uncooperative witnesses? Political activity?”

What is the rationale for establishing the criteria? For patriotic, economic or other reasons?

How many people are affected?

What effect has it over the question of clearance?

Answers to these and many other questions are being sought, according to Cogley. The group, he added, has followed a historical survey of the industry, going into the background of the Communist Party set-up in Hollywood, the reports of government investigations, the susceptibility of the industry to public opinion, relating these factors to the present situation.

Will focus the issues

Asked if the report would contain policies, Cogley replied that it will “focus the issues at stake, rather than contain elaborate recommendations.” If that, he added, will be more implicit than explicit, adding that it is as an outside group “we are interested in the whole thing as it affects . . ., civil liberties and American traditions. Any changes which would take place, he continued, “will be brought about by the industry itself. No one, he continued, in the team conducting the survey “has any illusions” that “we know how to run the industry.”

Key City ‘Snips’

For ‘Major Benson

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Feldman said that the decision stems from the audience reaction to the picture at its first "snip preview" several weeks ago which, he said, was the most enthusiastic ever accorded a U-I picture.

880,000,000 Audience

In 1955, Says China

TOKYO, May 13. (By Air Mail)—The Communist regime in Peiping, China, has announced that the film audience for 1955 in that country will be 880,000,000, and that this group by the end of the year will have viewed 1,300,000 showings.

The above figures, if proved accurate at the end of this year, would represent an audience eight per cent larger than 1954, with the showings totaling 14 per cent more than the previous year.

It was further announced that a pact has been signed between Red China and South Korea for the shipment of television sets and distribution of films.

Set London Premiere

Of Kaye’s ‘Children

Paramount Pictures will hold the European premiere of Danny Kaye’s documentary film, “Assignment Children,” on June 3, at the Plaza Theatre in London, it was announced here yesterday by the film company.

Setback Noted

Lower Tax on Profit Abroad Seen Unlikely

WASHINGTON, May 18. — The Treasury Department has just about lost all interest in trying to get Congress to lower the tax rate on firms doing business overseas.

This is a setback for the motion picture industry. Even though the Treasury has been pushing this proposal in a form that would rule out film distributors, the district attorneys were just beginning to persuade Congress to amend the Treasury’s scheme to cover them.

Two Proposals Would Aid Industry

The Treasury plan would tax at 14 percentage points less than the going corporate tax rate certain income derived from overseas. It would also have deferred the tax on earnings of overseas branches of certain U. S. firms until the earnings actually were remitted to the U. S. Both proposals would be of substantial help to the industry if passed, as included in the scope of the changes.

The President said in several of his messages this year that he was concerned with the idea that he would ask Congress to approve the scheme this year. So far, however, the Treasury has not followed through by actually submitting the plan or a draft bill to the House Ways and Means Committee.

Some officials indicate privately that they’re ready to forget about the plan this year. It may still be sent to Capitol Hill before Congress quits, but there won’t be much steam behind it, and Congress is not really expected to act.

Several Tax-Bill Fights

The reason for the loss of Treasury interest in the plan has been having a rough time this year with tax bills, and Treasury officials don’t feel too much better about it. They had one rough fight over extending the excise and corporate tax rates, and are now going through another over repealing two “loophole” sections of last year’s law. Their present feeling is to forget about any further tax changes this year.

Levey Sees Toll TV

Sports at 25c to $1

The New York Yankees and Giants, as well as the Brooklyn Dodgers, are interested in the revenue possibilities for their games on subscription television, Arthur Levey, head of Shawton Sales Company.

Discussions with heads of the ball clubs, he said, have been held on a 25- or 25-cent per game subscription charge, on which $40,000 to $50,000 per game might be realized. Levey thinks a football game would also be worth 25 cents on toll TV, but that a heavyweight championship fight should be priced at $1. In addition, he said, all those sports have been available free on television.
John Wayne

The Sea Chase is trem

Now roaring across the Southland in the smash of the 300-theatre saturation send-off in Tennessee, Georgia and Florida! Decoration Day nation-wide!

From Warner Bros. in Cinemascope and Warner with a Big-As-The-Seas promotion behind it!

Also starring

David Farrar, Lyle Bettger, Tab Hunter
LANA TURNER!

Endous!

Han START SALABAMA,

JAMES ARNESS - RICHARD DAVALOS

Screen Play by JAMES WARNER BELLAH and JOHN TWIST

DIRECTED BY JOHN FARROW
Henry G. Platt, vice-president of Paramount Gulf Theatres, was awarded a charter membership and a special certificate by the United States Air Force Association for his work in publicizing the Air Force in connection with the all-Southern premiere of Paramount's "Strategic Air Command," at the Stadium Theatre, New Orleans.

Paul MacNamara, vice-president of International Teleneter Corp., has declined the invitation to join other sub-commitee television issues last week by Leon P. Gorman, Jr., chairman of New England Broadcasters for Free TV. Gorman, and MacNamara, must have misunderstood his statements regarding closed-circuit pay TV systems.

Anton Christensen has been re-elected president of Astoria (Ore.) Theatricalists. William J. McFarland has been named vice-president and L. A. Pierre business agent and secretary.

Sanford Bondkein, Albany certified public accountant has been appointed treasurer and comptroller of Helman Enterprises Inc. The corporation, headed by Neil Helman, operates the new Town Motor Motor Hotel in Albany, the Mount Vernon Motel and Auto-Vision Theatre in East Greenwich, the Lincoln Drive-In at North Philadelphia and the Roosevelt Drive-In at Levittown, Pa.

Ira Ritter, former secretary for the Theatre Owners of America in New York, is operating and managing the Silhret's Hotel at Schenectady, N. Y.

Gil Turner, formerly an animator at Walter Lantz, has been signed by Stephen Bociow, president of United Productions of America, to animate the "Near-Sighted Mr. Magoo" series.

Arnold Haynes of Naples, Fla., has purchased the Arcade Theatre in Kissimmee, Fla., from R. E. Beck and C. H. Lucas. Mr. and Mrs. C. R. Beck, who are partners with Haynes, will operate the house.

Peter G. Perakos, president, and Spier Perakos, general manager, were hosts last night to a delegation of Northeastern film executives at the premiere of their 800-car drive-in at Southington, Conn.

Kirsch and Rinzheimer Head Golf Tourney

Marvin Kirsch, Radio Daily executive, and Harold Rinzheimer, Kandorce Theatres executive, have been appointed co-chairmen of the fourth annual film industry golf tournament being sponsored by New York's Cinema Owners Board as a fundraiser for the Hills Country Club at Tuckahoe, on June 9, it was announced yesterday by Martin Levine, chairman.

Committee members who will serve with Kirsch and Rinzheimer include Dave Bader, Herb Berg, Dave Davis, Jack DeConcini, Al Hiltman, J. M. Mersereau, Alan Robbins, Burton Robbins, Norman Robbins, Milton J. Salkind and Cy Snyder.

Rylander to NBC

At Rylander, exploitation head for Columbia Pictures, shortly will join the National Broadcasting Co. as director of exploitation for radio and TV, it was learned here yesterday.

Reviews

"The Adventures of Sadie" (Langley-Minter-20th Century-Fox)

A amusing offering to American patrons of British-made "art" films by 20th Century-Fox which is distributing Noel Langley's adaptation of the screen of Norman Lindsay's novel, "The Cautions Amoret," which concerns itself with the adventures of three men and a beautiful island. Miss Collins is involved with a deserted South Pacific island for a long period. Adult audiences should find "The Adventures of Sadie" entertaining even though the English dialogue is slightly indistinguishable in some passages.

The principals should be recognized by U.S. patrons of British pictures. Rare-brided, well-moulded Joan Collins portrays the young, fresh and not ashamed of her attributes. Miss Collins is a typical English girl with a biting tongue; Robert hare, a very prim and proper school master, and Kenneth More, colorful Irish stoic with a fondness for liquor and an eye for the ladies. Hermione Gingold is also featured.

The story opens with Miss Collins asking a shipboard romance been broken up by her parents. In the excitement of a crash at sea between the cruise ship and a freighter, she is thrown together with the three men and all cold, and aloof, drift to this deserted tropical paradise where the fun begins. The men agree to a pact to be perfect gentlemen where Miss Collins is concerned, but soon all are involved in violations of promise. Some amusing and interesting occur, which almost lead Miss Collins to marry Mr. Hare, much to the latter's dismay, but a ship finally finds the group and the situation is repeated. The ship, after taking the group off the island, crashes and sinks, and once again all are marooned—Cole with the ship's Chinese cook and Mr. Hare; and Miss Collins with More on the same island from which they recently had been rescued.

Others adequately supporting the principals are Walter Fitzgerald, Hattie Jacques and Felix Bressart. George Minter and Langley co-directed the picture which also offers some beautiful color photography.

Running time, 88 minutes. Adult classification. For release in May.

LESTER DIONNE

"Las Vegas Shakedown" (Allied Artists) Hollywood, May 18

THE gay glitz of Las Vegas, gambling capital of the world, is a steadily interesting background for this story of people who go there, some who love it and some who die there. First group of the people in the picture brings with them three separate personal stories, each of which is resolved in the course of the main plot. The second group includes Dennis O'Keefe, leader of the group of out of the production, and the last includes some gangsters who come to kill him. Collectively, the several stories, which tend to get somewhat in each other's way at times, provide a rather theatrical look at the legalities of Las Vegas, while demonstrating again—and with some extreme violence thrown in—that crime does not pay.

The main thread in Steve Fisher's cross-hatch script deals with the efforts of Thomas Gough to retain his position as the last man standing on the Las Vegas hill. He works in a small, elegant casino, but he refuses to go on the road, even when he is away. Greeks—personally, under police-approved supervision.

Colleen Gray as the school teacher who falls in love with O'Keefe, Charles Whittaker as a lawyer, among the cast, and Elizabeth Patterson as his wife are effective in support.

The production is by William F. Brody, with Ace Herman and A. Robert Xunses as associates, and the direction is by Sidney Salkov, a smooth job.

Running time, 79 minutes. General classification—G.

WILLIAM R. WEAVER

ABC Radio Network, 4 Outlets, to NARTB

The ABC radio network and the company's four-owned radio stations have joined the National Association of Broadcasters and Television Broadcasters, it was announced by Robert E. Kintner, president.

The four owned ABC radio stations are: WABC, New York; WXYZ, Detroit; KGO, San Francisco, and KABC, Los Angeles. Already members of the NARTB are the three ABC TV networks and its five owned stations: WABC-TV, New York; WXYZ-TV, Detroit; KGO-TV, San Francisco, and KABC-TV, Los Angeles.

Film to DCA

"Bread, Love and Jealousy," the Titanus film starring Gina Lollobrigida, will be released nationally through DCA, president Fred Schwartz announced. He plans to dub the film in English.

Minimum Pay

(Continued from page 1)

Rothman's stand today probably lessens considerably the chance of any extended coverage being approved by the House. His position will probably permit many Republican Senators and Congressmen, who were formerly handily covered by the House but who might have felt obliged to go along with a firm administration recommendation, to vote against extended coverage.

Hearings Completed

The labor subcommittee wound up its hearings today and will likely begin executive session work on minimum wage legislation some time next week. There is a good chance that the subcommittee and the full labor committee will in favor of extended coverage, but the proposal faces a very rough going on the Senate floor and in the House, especially in view of Rothman's testimony today. Theat- owners and retailers have been fighting expansion of wage-hour coverage.

Labor Secretary Mitchell, in earlier testimony before the Senate labor subcommittee, urged Congress to "consider several of the wage-hour coverage.

Charges Rothman Dodge Issue

Douglas then said Rothman was "deliberately evasive" to answer the question, "ought we extend coverage or not," he asked.

The department merely recommended coverage be expanded.

"And that is all?" asked Douglas.

"Yes," Rothman answered.

"Yes, that is all," the Senator declared.

Castle Reopen Rews Fight for USL Cuts

WASHINGTON, May 18.—Eugene W. Castle, former documentary film producer, yesterday renewed his fight for sharp cutsbacks in the government's overseas information program, and especially in the film program.

He testified before a Senate appropriation subcommittee on major reductions in the budget approved by the House for the U.S. Information Agency for the coming fiscal year. He had recently published a book attacking the agency, also had testified against its appropriations against the House Appropriations Committee.

Castle urged a reduction of at least $9,800,000, to $3,000,000, approved by the House. He said that the motion picture program, for which the House earmarked $3,500,000, should be reduced to only $600,000. U.S.A. should be abolished as an independent agency, Castle declared, and its "essential functions" transferred to the State Department.
Australian

(Continued from page 1)

Century-Fox, which owns 100 per cent of the Hoyts' common stock. While in New York, he said he would take a look-see at TV operations here, explaining that Hoyts Theatres has an interest in a projected commercial TV station in Melbourne.

The Hoyts executives said there are a number of mitigating factors which will aid theatres when television does invade Australia at the close of 1956 or the beginning of 1957. Theatres in Australia, he pointed out, do not operate on Sunday and therefore will not be hurt by TV on that important weekend day. The introduction of CinemaScope, he went on, before the advent of TV will point up the difference between the two media and thereby aid theatres.

Of course, he acknowledged, certain TV programs on certain nights will attract an audience that otherwise might have gone to the theatre. However, he looked upon TV as another form of competition and expressed confidence that "we will be able to withstand the onslaught and catch them in a question at a trade press conference, maintained that there is no shortage of product in Australia, containing though there are currently fewer pictures, they enjoy longer runs and offset what otherwise might have been a shortage.

Okay Phonevision

(Continued from page 1)

An outstanding broadcast of Phonevision from 25 to June 17, at 8 a.m. to 12:30 p.m. The author- ization is to permit Zenith to demo- nstrate its system to delegates at the convention of the National Association of Radio and Television Broad- casters here next week and also to members of Congress and the FCC. The demonstrations will be on special receivers to be provided by Zenith; the broadcasts will not be seen by persons with ordinary TV sets.

The commission said the authorisation given WMAV-TV should not in any way be interpreted as a commitment that the commission will approve toll television on a permanent basis.

Fitske to Head

(Continued from page 1)

area. Nett will continue his residence in Florida and retain his active interest in the management of the theatres operated by Florida State The- atres, Inc. throughout the State of Florida.

Australian

Major's to Discuss Admission Tax

A proposal concerning municipal admission taxes will be brought up at the 1955 annual Conference of Mayors which will begin at the West- Astoria Hotel here today by Dr. Luther Gulick, City Administra- tor of the City of New York.

Dr. Gulick will discuss the non-property tax sources during his speech at the conference which will end on Saturday.

British Exhibitors

Interested in EFFF

A number of British exhibitors have expressed interest in the Exhibitors Film Finance Group, Inc., according to Walter Reade, Jr., chairman of the board of directors of Theater Owners of America, which is sponsoring the group.

If EFFF were to solicit ad- ditional funds for the under- write of a picture, production, some British exhibitors would give support, Reade said.

Film Festival Will Help U.S. Box Office

The American theatre's box office would get a much needed shot-in-the- arm if the industry would stage a film festival in this country, according to O. T. Reade, Jr., Theatre Owners of America, who yesterday stated that from an exhibition view- point, such an affair is "highly de- sirable."

"The U. S. industry's participation at the Cannes Film Festival in France would open the way to perform- ance in all such festivals throughout the world," Reade said.

Showmanship would return to the theatres when Reade said that exhibitors wouldn't be worried "too much about making a living."

Altect to Aid 'VV'

Sound Installation

The assignment of Altect field en- gineers to aid technical sound sup- port for the installation of Vista- Vision horizontal projectors, was announced here by C. S. Perkins, oper- ating manager of the Altect Ser- vice Corp.

He said Altect engineers would pro- vide the necessary installation of the equipment at the Stu- eller Theatre, New Orleans, La.; the Capitol, Washington, and the Criterion, New York.

UA to Launch 32

'Sneaks of Marty'

A program of "sneak" theatre pre- views in key cities blanketing the 32 exchange areas has been set for United Artists' "Marty." Hecht - Lancaster production awarded the Grand Prize at the Cannes International Film Fest- ival, it was announced by Francis M. Willens, national director of advertising, publicity and exploitation for UA.

Early previews are set for Philadel- phia, Washington, Detroit, Baltimore, Bridgeport, Conn., Haven, Atlantic City, and Los Angeles during the next two weeks.

Hope to Australia

Bob Hope will plan to Australia from the Coast on Wednesday in connec- tion with his recently completed starring vehicle, The Seven Little Foyys, Paramount announced here yesterday.

Allied-TOA

(Continued from page 1)

of the same problems and the producers and distributors should be cognizant of this, Reade said. "The capital investment theatremen offer a paltry or no-profit return and this is the pressing problem of the hour facing all exhibition," the head of Walter Reade Theatres circuit declared.

"In my opinion, it is unreasonable under any conditions for a film company president to be unwilling to sit down with a group of his customers, without legal entanglements, to discuss mutual problems," Reade said. Her- man Levy, TOA general counselor, inter- jeeted at this point and said there was nothing illegal in the conference idea at all—exhibitors and distributors talking—but the action taken following the conference by any or all parties may lead to illegalities.

Cites European Policy

Reade said that during his trip abroad, where he met with British, French and Italian exhibition leaders, he attained an objective analysis of the exhibitor-distributor relationship. "At this stage," he said, "the major dis- placement is in the increased percentage of their profits from abroad. Their relationships with foreign customers are on a cut-and-dried basis, with the film renters not taking on an exhibition head or a governmental representative to set rental terms, releases, etc.

"Here in the United States, the distributors are unwilling to sit down with their customers to discuss mutual problems, with the exception of Re- public Pictures' president Herbert J. Yates and Steve Brody of Allied Artists. To foreign exhibitors, it is inconceivable that distributors are un- willing to meet with exhibitors because abroad such meetings are a general practice."

Speaking now as an individual theatre owner instead of as chairman of the board of directors of TOA, Reade, in reply to a question as to TOA joining with Allied States in a bid for governmental regulation, said that he could not see how exhibition would be worse off with Federal regulation of film rentals than the industry is at present. "It will be up to the TOA board of directors to decide this mat- ter," he said.

Hits Divorce

Commenting on anti-trust, Reade said, speaking once again as a theatre owner, that "I would rather have the producer and distributor having in- terests in motion picture theatres so that they would know the problems of exhibitors. In turn, would be more sympathetic toward them. In my mind divorce was a contrib- ution toward today's shortage of product."

In reply to another question, Reade stated that the declining audience is a major problem facing exhibition. "We must think of ways to attract young people into our theatres or we are doomed. We have al- tered the student ticket admission plan which has been in effect in its circuit for a number of years as one of our mitigating factors."
In New York It's Circle 6-6700

...and wherever you may be, it's easy to get a delightful date with "That Lady" by phoning your local 20th Century-Fox exchange. Ask your 20th branch manager to screen it for you—the exciting story of the woman society knew as Ana de Mendoza...and scandal branded as "That Lady"! No wonder it was an international best seller! No wonder Katharine Cornell chose to star in it on the Broadway stage! Call right now for "That Lady"—the picture that shocked a nation!
Time for Toll TV To Get Specific

By Sherwin Kane

The very effective job that the Committee Against Pay-As-You-See TV has been doing in directing attention to the all-important subject of what, if anything, new in television programming will or can be introduced by the fee systems, should they be authorized, is beginning to pay off.

More and more thinking people are becoming dissatisfied with the glober statements of all TV proponents, that a collection system for the television receiver automatically will mean better programs of every kind and description—"It will make possible quality television programs that cannot be brought to you now because the cost is prohibitive. No sponsor can afford it. It will bring into your home the real sporting events, grand opera first-run movies, Broadway plays. It will also make possible more and better educational programs."

Everyone knows how the song goes. Actually, it says nothing, but it invites the listener's imagination to write its own ticket. When the claims are examined, it is inescapable that apart from "first-run movies" subscription TV would have very little to offer for its fee that isn’t available on television now without charge. Which explains why the exhibitor has been made the special target of the toll TV propagandist.

There is no assurance that toll TV interests can make a practicable deal with stage unions, even if they can with producers and authors. Moreover, it is a rare Broadway season that produces a dozen plays suitable for transmission to home audiences. What kind of dent would they make in the 21 to 35 hours of weekly programming toll TV interests hope for?

There is available to home-viewers

Answers Backtrack Charge

Administration Will Back Sound Wage Law Extension

From THE DAILY Bureau

WASHINGTON, May 19.—Labor Secretary Mitchell said the Administration would support "any practical and sound" extension of minimum wage law coverage voted by the Senate Finance Committee.

Mitchell issued a statement seeking to answer charges that the Administration had backed down on its earlier suggestion that Congress extend the law's coverage to interstate theatre chains and other interstate retail outlets. Labor Department solicitor Stuart Rothman yesterday told a Senate labor subcommittee that the Administration was recommending only that Congress "seriously study" this proposal. This provoked charges that the Administration was engaged in double-talk.

Mitchell's statement today didn't do too much to clear up the situation. He said the Administration's consistent

(Continued on page 5)

L. A. Cardinal Warns On Laxity in Films

From THE DAILY Bureau

Hollywood, May 19. — In a special statement to pastors of 20 Catholic churches in Los Angeles, Santa Barbara, Ventura and Orange Counties, James Francis Cardinal McIntyre said, "There is an obvious trend toward laxity in some motion picture productions, and in advertising of them as well."

The cardinal said one should be good to have one theatre organization, although explaining that he has "given too much thought to the issue.

Proposals to merge Allied and TOA is considered virtually certain to be discussed at Allied's board meeting here opening on Sunday at the Waldorf Astoria.

The Allied president was asked

(Continued on page 5)

See Little Progress On Senate’s Study Of Pay-as-See TV

From THE DAILY Bureau

WASHINGTON, May 19. — The Senate Judiciary anti-monopoly sub-committee, which early this year announced plans for a thorough study of toll television and other television problems, hasn't gotten very far along with the subject.

Sub-committee officials admitted that "there's nothing much to the work" on this subject right now. The sub-committee, headed by Sen. Kilgore

(Continued on page 5)

CLOSED CIRCUIT 'PHONE PARLEY' TO SPUR ROGERS HOSPITAL DRIVE

A closed circuit telephone conference of members of the Will Rogers Memorial Hospital collection drive committee of June 7. A one-day conference in theatres of simultaneously reaching all distributors and exhibitors, their committees, and exhibitors, would be the most efficient in telling of the hospital's urgent needs and its objectives. Invitations have gone out to exhibitors throughout the country asking for their cooperation and their attendance at the broadcast.

The audience collection has been endorsed and supported by TOA, National Allied, ITOA and MIPPA. It is designed to attract needed additional funds from outside the industry to enable the hospital to meet

(Continued on page 4)

Goldenson Stand Sees 'Good' in Merging TOA, Allied States

Opposes 'In Principle' Moves to Go to Gov't

By Murray Horowitz

Support for the proposed merger of Allied States Association and Theatre Owners of America came from Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, here yesterday.

Goldenson, interviewed on the general problems currently dividing exhibition and distribution, was asked whether he went along with proposals to merge the two exhibition organizations. "Of course I would. It should be good to have one theatre organization," although explaining that he had "given too much thought to the issue.

Proposals to merge Allied and TOA are considered virtually certain to be discussed at Allied's board meeting here opening on Sunday at the Waldorf Astoria.

The Allied president was asked

(Continued on page 5)

WGA, West, Okays Film, TV Facts

From THE DAILY Bureau

Hollywood, May 19. — Three new collective-bargaining contracts, signed by the film agreement, with major companies, were approved by the Writers Guild of America, West Coast, membership at the organization's annual meeting. The

(Continued on page 5)
**Personal Mention**

L. D. NETTER, JR.,  Altec Service Corp., sales manager, is in Boston from New York.

ALAN A. ORSBEN, son of Harry Orsben, Columbia branch manager in Milwaukee, will be married there on May 28 to Marilyn Polk in the Hotel Astor.

Oscar Homolka and his wife, Jo Teitel, have left for London aboard the Queen Elizabeth for Europe.

WILLIAM PEIRCE and George Straton are in Washington from Hollywood.

GEORGE THOMASIN, Columbia Pictures film editor, will leave here today for London via B.O.A.C. Monarch.

JAMES J. LARKIN, B.O.A.C. theatre sales representative, has returned to New York from Australia.

JACK CARDIFF, cinematographer, has arrived at Hollywood from Hollywood en route to Europe.

MICHÉLE NATwick has left New York for Europe aboard the "Helen France."

JACK CUMMINGS, producer, has returned to Hollywood from New York.

DON SHARPE, producer, has arrived here from Europe via B.O.A.C.

**Journal-American**

Ads COMPO Text

The 44th in the series of Council of Motion Picture Organizations ads in Editorials which will appear on Saturday, features the ads published by the New York "Journal-American" to encourage theatre attendance. The theme of the ad is: "It's time the theatres go into operation as they go into operation as they do a better job.

"Like us," says the COMPO ad, "the publishers of the New York Journal-American, to encourage theatre attendance. This theme of the ad is: "It's time the theatres go into operation as they do a better job.

"Like us," says the COMPO ad, "the publishers of the New York Journal-American, to encourage theatre attendance. This theme of the ad is: "It's time the theatres go into operation as they do a better job.

To encourage such activity, the 'Journal-American' has been publishing a series of advertisements over the past several weeks. These advertisements have already run to more than 15,000 lines, and, we understand, there are more to come.

"When one of America's most famous newspapers goes to such lengths to encourage theatre attendance, it should be obvious that greater theatre attendance is important. At any rate, we are grateful to the 'Journal-American' for its efforts in this connection. We believe that more attention to the important role that the theatre plays in our society is needed.

**Editorial**

(Continued from page 1)

ers now, without charge, excellent dramatic fare on almost every night of the week. There is also available the best in sports programs and a fair representation of the radio and television programs of local producers in taste and demand, which now limited educational programs on free TV will be present and act in the same way, only more so, if a fee is charged for such programs.

In fact, the fee is apt to discourage others who would follow a cultural program for which no charge is made.

Thus, it seems to be up to toll TV to prove that they really could offer something more than the elimination of commercials from present television programs in exchange for the fee it proposes to charge. If it is to have to 21 to 35 hours weekly on the free air, at a price, let it be specific about what will be paid to the owners who, during those hours, say, for a 60- or 90-day trial period.

It is time the public, and the FCC, were informed whether the toll TV interests have anything other than their coin-collecting devices.

**Pulitzer Prize for Films Under Study**

Extension of Pulitzer Prizes to motion pictures and to writing in motion pictures is under consideration and has been for some time, a spokesman for Columbia University Press said. He was asked for comment on the suggestion made by Jack L. Warner earlier this week that motion picture writing be added to the Pulitzer Prize categories.

There is no indication of when a decision might be reached, it was stated.

**Says Toll TV Will Hit 'Free' Radio**

Toll TV is likely to reprise radio as a free TV. In many popular programs the public now receives without charge, Edgar Kolk, president of Hickory Bill Broadcasting Co. 1931, in a letter to the Federal Communications Commission.

"I do not get particularly excited at the opportunity of paying for the opening of a new play on Broadway by seeing and hearing it in my living room," Kolk writes. On the stage, as well as in films and television, the shows are: the same for first run movies. I am having difficulty financing just what it is that I can get will be better and more in my interest than that which is available to you today.

"What, for example, will happen to sports events such as the World Series? If the World Series goes Toll TV will it be taken away on radio? The same goes for the Metropolitan Opera and the great symphonies and other programs now available on radio.

"One important, element," he says, "has been forgotten. The public and viewer to pay for certain programs—radio broadcasting is also licensed by the FCC. My concern is that the FCC is not what is my feeling that anything held on Toll TV should also include the American people. As should be free,—the other public.

"The biggest problem that is faced," Kolk concludes, "is that you will need a different program that has been free for years.

**Four in Superscope in Black and White**

HOLLYWOOD, May 19—Joseph Schenck, president of United, announced today that four pictures currently being filmed in the Superscope anamorphic process will be released black and white. Superscope is the only wide-screen anamorphic process which is currently being used by both black and white color photography, he asserted.

The four films are: "Bengazi," the Paramount production, directed by Sam Wiesenthal and Eugene Teylin; "Body Snatchers," Walter Wagner's Allied Artists production; "Time Table," Mark Stevens' production, and "Battle Hell," the Filmmakers production.

**Summertime' and Summer on June 21**

The benefit premiere at the Astor Theatre here of "Summertime" has been moved forward one day from June 20 to June 21 to coincide with the first day of summer.

Proceeds from the June 21 opening of the United Artists release will go to the Theatre Arts Association, which Robert W. Dowling, chairman of the board of directors of the American National Theatre and Academy, is chairman.

Celler Bill Would Make Two-Thirds of Damages Tax Free

From THE DAILY Herald

WASHINGTON, May 19—House Judiciary committee chairman Celler (D., N.Y.) announced he would introduce a bill to make Federal income tax two-thirds of the treble damages recovered by persons bringing private suits.

The Celler Bill would have the effect of overturning a recent Supreme Court decision involving Goldman Theatres Inc., in a high court case, held, at the Internal Revenue Service's request, that the entire amount of treble damages recovered in such suits was taxable.

Lower courts had held in line with that the only the actual damages recovered were subject to and that the extra amount between actual damages and treble damages was taxable.

Says 'Incentive' to Litigation

Celler's sponsorship of the new bill underlines his opinion to other legislation for the right discretion to award less than treble damages. He argued today that treble damages are not a sufficient incentive to injured persons to undertake the complex, lengthy and expensive law suits.

"As an inculcation to injured persons to recover from their injuries, the courts against anti-trust violators," he said, "and to assure adequate compensation for the risks and expenses involved, it is desirable to have the two-thirds damages treated as non-taxable income.

**Paramount Conclave In 'Frisco Today**

HOLLYWOOD, May 19—Following an executive sales-merchandising meeting at the Paramount studio, George Weitner, Jerome Pickman, Hugh Owen, H. Neal East and Robert J. Rubin will leave by plane for San Francisco this morning for a branch sales meeting.

Weitner, Pickman and Rubin will return to New York at the weekend.

**NT National Meeting Set for Sept. 12-15**

HOLLYWOOD, May 19—National motion picture distributors arrive at the Astor Theatre here of "Summertime" has been moved forward one day from June 20 to June 21 to coincide with the first day of summer.

Proceeds from the June 21 opening of the United Artists release will go to the Theatre Arts Association, which Robert W. Dowling, chairman of the board of directors of the American National Theatre and Academy, is chairman.

At their first annual conference, held at the Waldorf-Astoria yesterday, the primary affiliated stations of the CBS Television Network, network TV, is to be 107 to 2 in a secret ballot, joined on the Columbia Broadcasting System in opposing pay-television.

In their resolution urging CBS to assume leadership for the preservation of the present American system of free television, the stations pointed out that "any system which would require the public to pay for programs would be inconsistent with the history of American broadcasting, would divide the nation into separate broadcasting systems and those to those who could not afford them.

**Affiliates Back CBS In Opposing Toll TV**

**Curtin Czs in RADIO CITY MUSIC HALL**

ROCKETEER CENTER

**INTERRED MELODY**

in CINEMASCOPE and COLOR

Glen FORD and DONNA POWELL

At M-G-M Picture Presentation and SPECTACULAR STAGE PRESENTATION

**New York Theatres**
Amusement Taxes
Expensive, Mayors
Are Informed Here

Non-property taxes such as the amusement levy or the gross receipts tax are more difficult to compile with. Dr. Luther Gulick, New York City Administrator, told some 600 accredited representatives to the 155 annual meeting of the United States Conference of Mayors held at the Waldorf Astoria Hotel here yesterday.

"We have most of the non-property taxes here in New York City," Gulick stated and "we all must synthesize with the enormous payroll of paper work which compliance with taxes and other regulations imposes on the average business man."

Multiplicity Stressed

He said that municipalities now tax everything "from cats to personal incomes, from bicycles to public utilities, from amusement devices to gross receipts." New York City taxes include sales and use tax, gross income tax, utility and conduit company tax, hotel room tax, cigarette tax, motor vehicle use tax, pari-mutuel, amusement tax, horse-race admissions tax. "We do not use two other sources important in some cities: income and payroll taxes and liquor sales or license taxes," Gulick said.

The New York City admissions tax of five per cent was enacted on July 1, 1954, and has been hotly contested by local exhibition forces. A Supreme Court ruling earlier this year forbade New York City from collecting the tax breach of the amusement tax, but the city appealed and now the Court of Appeals in Albany on which a decision is currently pending. Also, the New York State legislature enacted an amendment to the Enabling Act of 1947, which allows municipalities to enact taxation such as the amusement tax, to give New York City the right to collect the entire tax, including the breachage.

Gulick told the mayor's conference that he "hesitated to criticize the non-property taxes as such taxation may have adverse effects on the location of commerce and industry, and put to some disadvantage those doing business in the taxing city.

Cites Many Disadvantages

"The disadvantages take several forms: they may discourage new firms from locating in the municipality, they may induce existing firms to relocate or expand elsewhere, and they may drive business away from existing firms," the city administrator said, adding that these charges are most frequently brought by chambers of commerce and various other business groups.

Gulick, is exploring other avenues of possible taxation, said that future local non-property taxes would be most successful in very large cities, and in reasonably isolated cities. "But the more jurisdictions, the smaller the jurisdictions, the less that try to use such taxes, the less successful they will be," Gulick stated.

UAC Dividends

OTTAWA, May 19—United Amusement Corp., Ltd., Montreal, has declared a dividend of 25 cents on Classes A and B stocks, payable June 15 to shareholders of record May 31.

'News' Columnist
Asks What Toll TV Plans
To Use For Programming

Questions concerning what subscription television would put on the air if it were given the go-ahead signal by the Federal Communications Commission were suggested by Ben Gross, TV and radio editor of the "New York Daily News," in an article published yesterday.

Firsting that there are "some points which need to be clarified," Gross asks: "Is it not true that those pay-as-you-see shows would have to be telecast over the channels now existing stations? And that being the case, would this not mean that in many communities which have only one TV outlet, the viewers could not tune in on any program during certain periods unless they forked over cash?"

"With some pay telecasters expecting to be on the air from 28 to 35 hours a week," he continued, "one wonders whether they'll be able to acquire or create high quality shows. That is, without taking over from free TV some of its spectacles, operas, ball games and other sports events. In other words, will they really be able to give us anything not available now?"

Gross concluded: "It's up to the average viewer to decide whether the FCC should give the green light to pay-as-you-see. But before you can reach an intelligent decision you've got to have, if not all, at least most of the answers."

"Some of the items you see now without cost—big league ball games, World Series, important horse races, operas and even major stars such as Jackie Gleason, Jack Benny, George Gobel, and Martha Raye—might well land eventually in subscription television."

(An item in the current "Newsweek" magazine, Gleason is quoted as saying that he doesn't think there'll be another kind of television (but toll TV!).)

Two from Columbia

A pair of melodramas highlight Columbia Pictures' release schedule for June. They are "A Prize of Gold" and "5 Against the House."

Starr Warns Solons
On Toll TV Stand

SAN FRANCISCO, May 19—Any legislator who identifies himself with subscription television will be a "dead duck" politically, Alfred Starr, chairman of the executive committee of Theatre Owners of America and chairman of the Organization Against Pay-As-You-See TV, declared in a speech yesterday at a meeting of Northern California TOA at the Chit Hotel here.

Discussing fully and frankly the impact of pay TV on motion picture theatres as well as the free TV audience, Starr said that the constituents of the legislator "will never forget or forgive his brazen attempt to make set owners pay to see their favorite TV programs."

L. S. Hamm Presides

1. S. Hamm, president of Northern California TOA, presided at the meeting which was attended by over 100 exhibitors, labor leaders and press representatives. He introduced the TOA executive who commented on Zenith's latest attempt to influence the Illinois State Legislature for slot machine subscription television.

Starr also stressed the "absolute necessity" of exhibitors, large and small, to support TOA and its program for obtaining fair and reasonable treatment from distributors.

"Exhibitor support of Exhibitor Film Finance Group also ranks high as a must in the program," the TOA leader stated.

Buys 'Goodwin'

BURBANK, May 19—The screen rights to John P. Marquand's novel "Melville Goodwin, U. S. A." have been bought by Milton Sperling for a United States Pictures production to be presented by Warner Bros.

Mexico City Faces Strike

Special to THE DAILY

MEXICO CITY, May 19.—The National Cinematographic Industry Workers Union at STIC has reported its ultimatum to all local exhibitors, that unless by July 1 they grant at least a 25 per cent pay hike to members of its section one (theatre attaches), a general strike will be called against them. Notice to that effect was filed as the labor law demands, with the Federal Board of Conciliation and Arbitration which is endeavoring to peacefully settle the dispute.

Claim Profits Are No Higher

The exhibitors insist that they cannot afford to grant STIC's demands, because, though they are making more money, they pay no property taxes, are so high that their profits are about what they were five years ago.

STIC has also decided to demand a 25 per cent pay hike of the eight U.S. and the four Mexican picture stations who are out with creating the strike threat, set for July 1, too, that it made recently. The trade has speculated as to just how much money pay for its members STIC would demand of the distributors. The Board is also trying to amicably settle this conflict.

Para., Local H-63
In New Contract

The membership of Motion Picture Home Office Employees Union, Local H-63, IATSE, unanimously approved a new contract between the "White collar" local and Paramount Pictures; it was announced here yesterday.

The new pact provides for increases ranging from $1.50 to $7 per week, depending upon employee classifications, it was said.

'Angela' Here June 3

"Angela," Steven Palbo production directed by Gill, in which without reversion to O'Neill's "The Iceman Cometh," with British actress Mara Lane in the feminine lead, will open at the Palace Theatre here on June 3. The film was made on location in Italy.

Today more theatres use Altec Lansing stereophonic speakers and amplifiers than all other makes combined. Proof enough that Altec 'Voice of the Theatre' speaker systems and Altec amplifiers, in every part of the sound chain, are the best for quality, dependability and economical operation.

More films than ever have stereo sound. See your theatre supply dealer now for early delivery of the finest stereophonic equipment, Altec Lansing.
Larry Lapidas, Massachusetts-New York film buyer for Stanley-Warner Theatres, has resigned to join Frank Dana in the drive-in theatre field in New Jersey.

Harry Worden, for 35 years in the Boston sales department of M.G.M. and for 30 years in the New England sector, has retired from the company. He started in the industry with the Old Colony Film Co. for a time sold film for Goldwyn Pictures. In 1920 Marcus Loew hired him to sell for him.

James W. Beach, sales manager of Television Station WKBK, Chicago, has been named director of the ABC-TV network's central division.

Marion E. Russell, manager of Eastman Kodak Co.'s color print and processing, will head a U.S. delegation of scientists to a 10-outing tour in the U.S. of photographic experts in Stockholm, Sweden, in June. He sailed for Europe this week.

George S. Owen has purchased the Dixieland Drive-in at Opp, Ala., from John Young. Mr. Owen operates two other theatres in Opp.

Jay Hofer, formerly promotion manager of WJAR and WJAR-TV in Providence, has joined ABC's advertising, promotion and publicity department in New York.

Philip Schwartz has closed his Parkway Drive-in at Bridgeport Conn.

West Point to See 'To Hell and Back' Following reported enthusiastic response to its new CinemaScope Technicolor production, "To Hell and Back," at a special preview in the Pentagon, Universal-International has arranged to show the film to the six Army commanders of the United States at the U.S. Military Academy, West Point, on Monday.

The film is based on the autobiography of Audie Murphy, most decorated soldier in American history, who played himself in the screen version of the book.

Shaftel and 2 Others Form New Company HOLLYWOOD, May 19—Joseph Shaftel, producer, today announced the formation of New Pictures, Inc., with himself as president, Arthur B. Sachs vice-president and attorney Edward Mosk secretary-treasurer.

The company's first project is the completed film, "No Place to Hide," filmed in the Philippines, with Marsha Hunt and David Brian starred.

In Tele-Census Poll Toll Television Proponents Out Front in Los Angeles From THE DAILY Variety LOS ANGELES, May 19—More than two-thirds of the TV set owners in the Los Angeles area believe that the Federal Communications Commission should not approve of subscription television, according to the findings of the 13th semi-annual Tele-Census report released here.

Los Angeles viewers, it was pointed out that the question regarding approval of subscription television was included in the latest Tele-Census survey as a result of current FCC consideration, which began early in February. The Commission had asked for comment on subscription television from all interested parties prior to May 9th for their study. The deadline for such comment was extended to June 5th.

Calls Result 'Significant'

"In view of the Commission's exploration of subscription television," every said, "it is significant that 67.2 per cent of the survey sample of 2,600 Greater Los Angeles set owners favored FCC approval of subscription television, while only 19.3 per cent thought the Commission should deny approval.

"Reported also in the 13th Tele-Census was a view toward football games or types of programs for which set owners would be willing to pay a $1 subscription-fee, on a take it or leave it basis, as addition to regular, free TV programs. Included were 1st quality motion pictures, Broadway stage shows that have been football games of some viewers' own choice.

For first-run features, 6.6 per cent of the survey sample said that they would pay $1 per program; 31.9 per cent would not. If the price of both subscription TV and theater admission were the same, 50 per cent said that they would rather view new pictures at home, in contrast to 18.4 per cent of those surveyed who preferred seeing them in theaters.

Every noted that viewers who said they would pay for first-rate pictures, if they were available on TV, had been 2.3 per cent since a similar Tele-Census report a year ago. He stated that there had been a continuing growth of sentiment favoring pay-as-you-see TV reflected in each Tele-Census since 1950.

Broadway Shows Popular

Los Angeles viewers willing to pay $1 subscription-fee to TV-delivered Broadway stage shows totaled 61.1 per cent, while 54.7 per cent indicated they would pay for home telecasts of the Broadway stage shows they chose. Stating that they would not pay for Broadway entertainment were 21.5 per cent, while 11.6 per cent said they would not pay for football on TV.

The 13th Tele-Census report is one of a series of impartial surveys which have been conducted since 1949 in cooperation with Los Angeles area colleges as a public service.

NY Labor Council Opposes Toll TV

The Central Trades and Labor Council of Greater New York has gone on record in opposition to pay-to-see TV and has "urgently requested" every A.F. of L.-local union in the New York metropolitan area to write the Federal Communications Commission expressing disapproval of proposed channel becoming pay-to-see TV.

Granting of such approval, the Council said, "would, in our opinion, be in violation of the Federal Communications Act and contrary to the best interests of the citizens of our great city."".

Martin T. Lacey, president of the Central Trades and Labor Council, and secretary-treasurer James C. Quinn, announced their organization had endorsed City Council Resolution No. 410, introduced by Council president Abe Stark, opposing on-box TV.

Postal Polls Worcester House, to Be Razored

HARTFORD, May 19—As part of its divesture program, Loew's Poli-Photographs and Films, Inc., will demolish the 2,300-seat Elm St. Theatre, Worcester, Mass., to real estate interest in the buildings and land, who plan to demolish the 42-year-old structure and erect a multi-story garage. Sales price was $152,000.

France Now Has 5,300 Film Houses

WASHINGTON, May 19—There are now approximately 3,500 motion picture houses in France, with a seating capacity of about 2,600,000, according to a Commerce Department report.

The report, prepared by film chief Nathan D. Golden, put 1953 attendance at 365,700,000, and as a result of the first six months of 1954 at 264,400,000, slightly below the 1953 rate. However, Golden said, final statistics are expected to put 1954 attendance slightly ahead of 1953.

Exhibitors are complaining, Golden added, about the low admission prices, frozen at their Aug. 31, 1952 level. Theatre owners are pressing for decontrol of prices, he said, adding that while decontrol is not likely, it is expected that the government will allow a price increase.

Leow's State Unveils 52-Foot Monroe Sign

A giant 52-foot sign picturing Marilyn Monroe was unveiled yesterday at Loew's State Theatre here, where Miss Monroe's latest picture, "The Seven Year Itch," will be premiered on June 3. More than 3,000 persons gathered in Times Square at noon to witness the appearance of the star her film debut in the picture, unveil the sign. The event was covered by more than 100 photographers and wire service cameramen.

Hospital

(Continued from page 1)

the cost of medical care and treatment of tuberculosis among industry employees and to further advance the work of the hospital's active research laboratories, where a constant search is being made for a tuberculosis vaccine. The campaign augments the annual Will Rogers Hospital Christmas telethon.

Phone Broadcast on June 7 Following the telephone broadcast of June 7, and working up to the campaign week, the distributor-exhibitor all-exchange areas will concentrate on securing pledges of cooperation from theatres throughout the country. A concerted effort will be made to line-up the highest possible participation among drive-ins and conventional theatres.

Theatres are asked to run a special appeal trailer, and to take up an audience collection on at least one day during the week of Aug. 15, starting preferably with the new-program day. Herman Robbins, vice-president of the company, is handling the promotion of the facilities of National Screen Service in distributing the special appeal trailers.

The telephone broadcast will be held in the first week of the month, within the next 10 days, install temporary amplifiers and loud speakers to accommodate the expected large audience of exhibitors, branch managers, film salesmen and local committees.

All Areas Represented

A complete listing of exchange area distributor chairman follows:

Albany, N.Y., Warners; Atlanta, Georgia Roseco, Columbia; Boston, J. G. Moore, Paramount; Buffalo, Ben Felcher, Columbia; Charlotte, Grover Livingston, Warners; Chicago, Harry Goldman, United Artists; Cincinnati, J. S. Ambrose, Warners; Cleveland, David Rosenthal, United Artists; Dallas, D. H. Wells, Loew's; Denver, Jack F. Keys, Allied Artists; Indiana, D. S. Conley, RKO; Detroit, Joseph B. Rosen, Universal; Indianapolis, R. C. Styles, Universal; Kansas City, Harry Hamburgh, Paramount; Los Angeles, S. Bowle, RKO; Memphis, Nat Wyse, Republic; Milwaukee, J. G. Kempgen, Loew's; Minneapolis, Ralph W. Moore, Loew's; New Haven, Shepherd Bloom, 24th Fox; New Orleans, C. J. Brian, Loew's; New York, D. A. Levy, Universal; Oklahoma City, Fox; Wile Coop: Omaha, M. M. Rosenblatt, RKO; Philadelphia, Sam E. Diamond, 20th Fox; Pittsburgh, Ira Goldstein, Republic; Portland, Wayne Thiriat, Paramount; St. Louis, T. Williamson, RKO; Salt Lake City, Kenneth O. Lloyd, 20th Fox; San Francisco, Mel Klein, Columbia; Seattle, Arthur Greenfield, Universal, and Washington, Phil Isaacson, Paramount.

'Marty' Book Tieup

A nationwide book promotion in behalf of United Artists' "Marty," which will be released here June 29, will be tied into the 16th Annual Cannes International Film Festival, which has been set with Simon & Schuster. The tieup will include a multiple sales of the book and salute the Hecht-Lancaster production with display of signs, posters and public library displays in 65 key cities.
McIntyre

Goldenson Likes Merger

(Continued from page 1)

the following comment to the attention of pistols:

"I don't think that a way to resolve problems by expressing his belief that people within the industry should resolve their differences among themselves."

Wont Leave TOA

Questioned as to whether he would resign from TOA if that exhibitor organization went along with Allied and TOA charges against distribution of "onerous" film rentals, Goldenson replied that a "serious problem" has been created by the "critical nature" of the product shortage. "Terms," he continued, "have gotten quite out of hand."

See Little Progress

(Continued from page 1)

Revised Plan

ST. LOUIS, May 19.—A reminder to Catholics of this area of their Legion of Dehency pledge which they took six months ago, with the suggestion that the pledge be renewed in this month of May, is featured in this week's "St. Louis Register," official magazine of the Archdiocese. "Currently," says the "Register," "a concerted effort seems under way to flood these parishes with the best pictures that are an outrage to true Christian morality."

Members of the diocese are urged to contact their church or school bulletin boards to check the ratings of current shows, and to be guided by such ratings, by patronizing the best and by remaining away from the theatres showing films in the "condemned" classification.

Toledo Catholocs on Films

TOLEDO, May 19.—Catholics in this diocese who are against patronizing films at six drive-ins in the Northern Ohio area by Bishop George J. Reining. "They must learn that they stand to lose if they choose to be purveyors of the immoral."

Chesapeake Trial

Set for Oct. 2

Second trial of Chesapeake Industries' $15,000,000 suit against RKO and Loew's Theatres has been set for October 2, according to Chesapeake, which charged that it is losing money because of its Eagle Lion Classics product and its inability to get its Eagle Lion Classics product into RKO and Loew's houses in the New York area. Federal Judge Augustus Hand dismissed the suit in 1954 and the Court of Appeals reversed the decision.

Bolt to Head Coast Operations for B & H

CHICAGO, May 19.—The appointment of James E. Bolt, directora vice-president of western operations of Bell & Howell Co., has been announced by Charles H. Percy, president.

Bolt, who has been director of sales since 1951, will make his headquarters in the company's Hollywood office, where he will have to decide on their course of action.

ARC Wants 2 or 4 More From Corwin

HOLLYWOOD, May 19.—James R. Corwin, president of Bell & Howell Corp., today announced that negotiations are in progress with producer Roger Cormon to deliver two, and if possible four, additional features for distribution by ARC this year. Corwin already had delivered three, and if the negotiations are successful, he will have delivered four four additional features for distribution by ARC this year.

Expect Domestic Scope Possibilities

Reached by July 15

All domestic sales possibilities for Cinemascope product will have been explored by July 15, if the installation rate of the past six months is maintained, according to 20th-Century-Fox.

The film company disclosed that at the outset of May, more than 1,300 theatres had been equipped, including 874 in the United States and Canada.

These represented 72 per cent of total possibilities, 20th-Fox said, revealing at the same time that fewer than 100 branch areas had not yet reached the two-thirds mark in CinemaScope installations.

Drive-ins Take 967

In the first five months of 1955, installations at all domestic theatres jumped 51.20 from the 1954 year-end total of 10,355. Of these, last four months' new installations, 2,153 were indoor theatres and 967 drive-ins and included 2,101 of 20th-Fox sales possibilities.

The New York territory, 20th-Fox said, is the area with every territory of the country making its share of new installations. A total of 587 equipped, boasting the highest percentage of theater production. Four, single-theater installations. Also, official report shows that 347 or 47.23 per cent of the total 727 theatres equipped since four-theater magnetic color units were introduced in the total of 15,471 New York territorial single-theater optical film installations total 531, with 29 more still working in the area. 20th-Fox reports.

Fonda for 4-Hour 'War and Peace'

HOLLYWOOD, May 19.—The De Laurentis production of "War and Peace" will run four hours, with a small part cut. If cut, De Laurentis revealed at a press conference today called primarily to announce that Audrey Hepburn and Mel Ferrer. Production cost will aggregate $5,000,000, and a seven months shooting schedule, the production will be made in the English language, to be dubbed in Italian for distribution in that country. Paramount, which will distribute the picture everywhere save in Italy, is not co-producer, he said, but will have advanced about 40 per cent of the cost by the time the negative is turned over to that company. Production is privately financed by De Laurentis, and no players will have participation deals, he declared.

Defer Hillside Trial

Here to June 13

Hillside Amusement Co.'s suit charging discrimination in film prices, which was scheduled to start yesterday in the Court of Appeals here, was postponed until June 13. The plaintiff, operating the Mayfair Theatre, Hillside, appealed the decision of the Robinson-Patman Act, which prohibits the discrimination of prices in commodities, motion pictures.
CLARK GABLE to star in "THE LAST MAN IN WAGON MOUND"
A ROARING WESTERN ACTION-SPECTACLE...WITH A TWIST! TAILOR-MADE FOR HE-MAN GABLE!
IN COLOR · IN WIDESCREEN · A RUSS-FIELD CORPORATION PRODUCTION
JOHNSTON PRAISES PCA AND SHURLOCK

MPAA's President Reiterates Confidence In the Code and Its Value to the Industry

By WILLIAM R. WEAVER

HOLLYWOOD, May 22—Eric Johnston, president of the Motion Picture Association of America, on Friday stoutly championed the Production Code and its administrator, Geoffrey Shurlock, in a spirited news conference at headquarters of the Association of Motion Picture Producers. Lay and trade reporters presented his case against the Legion of Decency's charge, and James Francis Cardinal McIntyre's locally published statement to pastors in the home... (Continued on page 4)

Net of Allied Artists For 39-Week Period Rises to $440,686

From THE DAILY Bureau

HOLLYWOOD, May 22—Steve Brody, president of Allied Artists, on Friday announced that the gross income of the company and subsidiaries for 39 weeks ended April 2 was $91,134,458, which compares with $83,200,681 for the same period the previous year. Net profit before Federal income tax was $64,868, comparing with $85,289 year before. After provision for income tax reserve, net profit was $40,686, compared with $201,289 the year previous.

Approximately $57,000 of newly reported gross was from the sale of old negatives, the announcement stated.

Launch Plans for '56 V.C. Conclave

Preliminary discussions on the preparations to make next year's international convention of the Variety Clubs in New York the "biggest and most fabulous" in its history were held here at the weekend.

George Hoover, international chief (Continued on page 4)
Personal Mention

CHARLES C. MOSKOWITZ, Loew's, Inc., vice-president and treasurer, returned to New York on Saturday from Miami.

Abe Olman, in charge of the Robin's Nest, and music names for Loew's, Inc., has returned from New York to the Coast.

William E. Osborne, Allied Artists assistant export manager, has returned to New York following a tour of the Far Eastern territory.

Arthur Pincus, of Loew's international publicity department, left New York yesterday for the Coast.

Samuel G. Engel, producer, left New York over the weekend for Greece.

Phil Geregg, Universal Pictures Eastern publicity manager, is in West Point today from New York.

Dino De Laurentiis, Italian producer, left Hollywood for Rome on Friday.

Frank King, producer, will arrive in New York today from Hollywood.

George Sidney, director, has arrived in New York from Hollywood.

Louise Allbritton has left New York for Europe.

Stewart Granger left Hollywood by plane on Saturday for Pakistan.

Salesmen-Employer Talks Break Down

Negotiations between the Colosseum of Hollywood and Loew's Salesmen and distributors broke down on Friday at 5:30 P.M., following meetings that had been scheduled for between the two groups all week under direction of J. R. Mandelbaum, of the Federal Mediation and Conciliation Service.

At the beginning of Friday's session, the Colosseum presented its settled "package" to the distributors in the hope that the union leaders would lead to an agreement.

The distributors made certain exploratory moves in an effort to bridge the span of disagreement. Their last official offer called for a $4 wage increase, a $12 and a 50 cent cut, offered to improve the present union security provision.

The Colosseum settlement "package" called for:

Union shop.

A $3 per week wage increase.

A 50 cent per day expense allowance of $1 per day for country salesmen and 20 cents per day for city salesmen.

A wage minimum of $8.

Cutoff at $135.

Mandelbaum, mediator in the negotiations, has announced that he has scheduled additional meetings at the convenience of the parties concerned.

Motion Picture Daily

TV a Baby Sitter

In Trailer Park

PHILADELPHIA, May 22.—At the formal dedication of Penn Valley Terrace, a trailer center, Jerrold Electronics Corp. utilized a closed circuit TV channel within the park for baby sitting, a permanent feature.

Mounted in a tree near the children's playground, a television camera from Kay labs of California was trained on the youngsters at play. The camera is transmitted from the ground and the pictures taken of this unshrouded equipment are beamed by modern busy at home in their trailers. Junior's whereabouts can easily be detected by glance at Channel 7 on their TV screens.

Phoneine Shows

Start in D.C. Today

WASHINGTON, D.C., May 22.—The center of Zenith's campaign for the adoption of subscription television will move here tomorrow when the installation of its first program of transmission of its Phoneine system at the Sheraton Park Hotel. On public view for the first time are the apparatus necessary for scrambling and unscrambling television pictures and sound, the two basic elements of a subscription service.

During the week, demonstrations of the equipment in operation will be conducted for the broadcasters and casters who are in Washington for the annual session of the NARTB, according to Dr. Alexander Ellett, vice-president in charge of research for Zenith, and Pieter A. vanVleck, assistant to Zenith's president on Phoneine and host of the demonstration, other showings will be conducted for interested parties throughout the next four weeks.

McConville, Warner

In Stock Deals

WASHINGTON, May 22.—The Securities and Exchange Commission reported the following stock transactions in motion picture companies during April.

Joseph A. McConville, vice-president of Columbia Pictures, sold 190 shares of common stock, decreasing his holdings in the company to 3,148 shares; Harry M. Warner, president of Warner Brothers, made gifts of 2,359 shares of common stock to charities, decreasing his direct holdings in the company to 183,580.

May Probe Radio, TV

OTTAWA, May 22.—The Canadian government is considering the appointment of a committee to investigate radio and television broadcasting, it was reported. The Commission is expected to begin investigation in late summer or early fall.

Drive-ins' Rentals

Seen Key to 20th's '55 Domestie Gross

Film rentals from drive-in theatres will determine whether or not the 1955 domestic gross business of 25th Century-Fox will hit its minimum expectan of $72,000,000 by the end of September, the film company reported.

Twentieth-Fox is exceptionally confident in reflecting that the spring-summer fall revenue objective will be hit because of a considerably more bookable CinemaScope product and some 10 times more equipped drive-in facilities than existed at mid-May 1954.

The drive-in revenue thus far during the first half has seen the operating center, as of May 14, as compared with the comparable 1954 quarter is 7,680,000 higher, 20th reported. Eight company branches in that time had more than doubled their 1954 accumulated revenue, the distribution company said.

Twentieth-Century-Fox also is encouraged by the fact that each successive season has seen the operating center for drive-ins in the north become longer and operators of CinemaScope-equipped drive-in theatres have stated that they hope to continue showing films well into December.

However, 20th-Fox says that competition for playing time in drive-in theatres will be considerably keener this year than heretofore because of an 18 per cent distribution, the company will have bookable CinemaScope product for these situations.

A.A. Sales Office

Set in Frankfurt

The setting up of a sales office in Frankfurt, Germany, by Allied Artists International was announced by Norton V. Ritchie, president. Succeeding Jack Schuman as A.A.'s special representative in Germany is Walter Aguilnik, active in German circles for many years. Aguilnik is now at the office设 in Frankfurt, Germany.

Negoations were finalised by William Fausel, assistant to Ritchie, who arrived in the last lap of a tour of the European territory and due back in New York early in June.

Ritchie stated that the setting-up of a permanent office in Germany was an "absolute necessity," due to the increasing importance of that market. "The Big Combo," "Cry Wengeance" and "Shotgun" are three current A.A. films scheduled for early German release, backed by promotion campaigns.

It is understood that negotiations are also under way by American major companies for certain forthcoming A.A. productions to be released through its German distribution set-ups.

Skouras to Far East

Sypros P. Skouras, president of 20th Century-Fox, will make a business trip to the Pacific area throughout the Far East starting in June, according to the company.

UA Foreign Gross Up

With first quarter earnings running "well ahead" of the comparable period of 1954, Arnold M. Picker, United Artists vice-president in charge of foreign distribution, stated here at the weekend that the foreign business of the company would be "around 40 per cent of the anticipated $50,000,000 world-wide gross.

Picker, in disclosing that some 33 to 36 feature films would be distributed by UA foreign-wise, said that the recent inauguration of a 10mm. program would boost the company's revenue considerably.

The UA overseas distribution chief, reiterated his prediction, initially announced at the UA international sales convention in London early last month, that with the concentration of product brought to UA by independent producers, gains from foreign grosses during 1955 would surpass the progress made in prior years.

To Make 'Test' in Italy

Picker said that UA shortly will send a color negative of "Kiwi Deer Rifles" or "Gun Belt" to Italy for print processing by Italian laboratories. "This will be a test situation for us in the film exportation for foreign purposes," he said. "there is unsatisfactory quality or unsatisfactory delivery of the color prints. I assume that the whole industry would have to receive negotiations with the Italians over this restriction," he told.

On Latin America, Picker declared that the low admission prices in a number of countries constitute one of the problems to the industry. He said that theatremen in Latin America were petitioning the government to have the imposed ceilings on box office prices.

Para. Executives Return

George Welturn, head of Paramount worldwide sales, reporting from O'Shea, the distribution vice-president; Jerry Pick- man, ad-publicity vice-president; Robert J. Rubin, administrative executive, and Sid Blumenstock, advertising manager, will return to New York today from Hollywood where they participated in the National Association of Western Exchanges meetings at the studio. Hugh Owen, distribution vice-president is expected to return to the west coast to follow visits to a number of Western exchanges.

Forms TV Film Group

Sid Caesar and Charles Peck, Jr., have formed a company, Charles K. Peck, Jr., Ltd., to produce a television film series about the activities of the Office of Strategic Services with Delbert Mann directing.
TRAILERS FIRST!

Trailers, First, TV Last in Ad Media Results for Small Situation, N. T. Finds

LOS ANGELES, May 8.—Television advertising isn’t effective for all situations; for instance a small theatre 70 miles from the TV station. National Theatres’ house organ, “The Showman,” reports its research division learned that from Harold Burnett, manager of the Fox Granada, Mt. Vernon, Ill. He used a questionnaire during the run of “Bad Day at Black Rock” to find out if the St. Louis TV campaign on the picture had helped him. He received 842 answers to the question, what form of advertising brought them to the theatre. They were as follows:

Trailers, 312; local newspaper, 224; local radio station, 111; word of mouth, 85; national magazines, 56; other advertising, 33; television, 21.

—MOTION PICTURE DAILY, Monday, May 9th, 1955
Johnston Praises PCA

(Continued from page 1)

clined to comment on any single criticism from any quarter, he strongly underscored his own and MPA's unflagging support of the code and its accomplishments, declaring at one point:

"The Production Code is the most valuable thing we have," he said. "The code is a very fine thing for the film industry in any country, and around the world."

Johnston opened the conference with a direct admission that recent criticism of the code's administration was no reflection upon the code itself. He promptly agreed it had caused some confusion, and that it had been high among the topics discussed with studio heads at a dinner meeting he had held with them the night before. He said they had expressed complete confidence in Shurlock's handling of code administration and concurred with him in the opinion that the screen has been considered an "integral part of the family unit" than newspapers, magazines, television, radio or other media.

Stresses 'Family Type'

Johnston said, "We always have been dependent upon the family type of audience: we still are, and will continue to be." He said studios will continue to make pictures based on adult themes, but will not make them in a fashion offensive to the family audience.

When asked bluntly "will PCA or the code make any concession to the new trend for violence, as 'Geoffrey Shurlock and his staff are doing an excellent job; we do not feel it necessary to make concessions to any group."

At this point it was brought out that there are 13 other major groups that have reviewed pictures similarly to the Legion practice, their membership aggregating about forty million. Asked whether they had voiced complaints about current product, he said there had been the usual number, neither more nor less.

Johnston revealed that complaints about violence in pictures had begun to emerge last fall, when an "accumulation of pictures with similar captions" began to go into release or less simultaneously. He said that studio heads and they had agreed to temper the violent type action in response to the indicated trend in public reaction.

Said Johnston, "we do not make trends—we follow them." Asked for comment on specific pictures criticized sharply by the Legion's "French Line," "Son of Sinbad," "Battle Cry," "Kiss Me Deadly" and "Prodigal"—Johnston called on Shur
lock to reply, and Shurlock stated their standing with relation to the PCA but made no other comment.

To a question whether MPA member companies who are going to make some films will submit them to the PCA for approval, Johnston said his decision on this point has been reached.

"No, we have decided whether Howard Hughes has paid a $25,000 fine to MPA for releasing 'French Line' without a PCA, the MPA president said, no, adding that the picture has been cut to earn the Code Seal which it now bears.

Variety Plans

(Continued from page 1)

barker, and Ed Emamuel, international sales manager for the crew of the New York Variety Club Tent No. 35 at a luncheon meeting of the Lambs and its committee on film, Variety's plans are now being prepared and will be announced shortly. The executive committee of the New York tent is scheduled a meeting for today to further the plans.

U-I Sales Meet

(Continued from page 1)

"U To Give Boats' Trade Press Push"

"Away All Boats," Universal-International's VistaVision and Technicolor film production based on the novel by Kenneth Dodson, which is said to have been budgeted as the most costly feature, is negative of the company, is receiving one of the longest advance trade paper advertising campaigns among of the overall long range advertising, publicity and promotional plans.

USIA-MPEA in Convertibility Deal

WASHINGTON, May 22 — The U.S. Information Agency signed a contract with the Motion Picture Export Association guaranteeing the agency a minimum of $800,000 in earnings from 60 films to be sent to Yugoslavia during the coming year. The contract extends a previous convertibility guarantee arrangement on U. S. films going to Yugoslavia, incuding session of the U-I 1955 Europe

Para. Slate

(Continued from page 1)

top creative talents so that the record of hits will continue.

We plan to do new and exceptional things in a war effort done before," Hartman declared. "We will be as se

lective in choosing production elements as the audience is today in selecting entertainment and we won't make any pictures until we believe it will be the best possible entertainment," he declared.

VistaVision Emphasized

The 21 pictures planned by Para

yman," "The Captain's Table, "Fami
ningo Feather, "Route 66, "three ma
or productions by producer-director William Wyler, among them being "The Desperate Hours," and "War and Peace."

Expect 18,000 at 'Roberts' Showings

An estimated turnout of 18,000 is expected to attend the special series of "in-the-theatre" trade showing of "The Longest Day" held by Warn
ner Bros, in each of the company's thirty-two exchange centers over the country today. Exhibitors, press, TV and radio representatives will be guests of Warner at these showings.

Showings Country-Wide

Showings will be held in the following theaters over the country: Strand, Albany; Rhodius, Atlanta, Emery, Central, Buffalo; Carolina, Charlotte; B & K Century, Chicago; Valley, Cincinnati; Colonial, Cleveland; Majestic, Dallas, Ogden, Denver; De Moneis, Des Moines; Fisher, Detroit; Fountain Square, Indianapolis; St. John, Jacksonville; Fox, Brookside, Kansas City; Fox, Boulevard, Los Angeles; Warner, Memphis; Warner Downtown, Milwaukee; State, St. Louis, Palmetto; Roger Sherman, New Haven, Pitt, New Orleans; R.K.O. 86th St., New York; Northwest, Oklahoma City; Center, Omaha; Commodore, Philadelphia; Schenley, Pittsburgh, 21st Avenue, Portland; Centre, Salt Lake, Alhambra, San Francisco; Egyptian, Seattle; St. Louis, St. Louis, and Amb
cassador, Washington.

Legion Rates B', Places Two in 'A'

Four pictures have been placed in Class B and two have been rated as Class A in the latest listing of the National Legion of Decency.

In Class B are "The Adventures of Sadie," "Love Me or Leave Me," "Magnificent Matador," and "Outlaw Girl." with the classification of the latter picture applicable only to prints shown in Continental United States. The "Shirle" has been placed in Class A; Section 2, while in Class A, Section 1 is "Santa Fe Passage."
TOA leader, Leonard Goldenson, president of American Broadcasting-Paramount Theatres, took a similar position.

The issue of whether to seek Federal redress of alleged trade grievances, already endorsed and initiated by Allied, will be one of the major topics to be discussed at today's joint TOA-Allied meet, set to net under way this morning at the Sheraton Astor Hotel.

See TOA Strengthened

The attitudes of Goldenson and Kissel were seen as strengthening the hands of TOA representatives, led by president E. D. Martin, in their joint meet with Allied.

"I'm wholly in favor of one strong, intelligent, exhibitor organization," he said.

The merger proposal is expected to be discussed at the board of directors meeting of Allied, which is slated to convene for a three-day session tomorrow at the Waldorf-Astoria. It was considered unlikely that the merger question will be brought up at the joint TOA-Allied meet, convened to map a plan of action in the wake of distribution's refusal to join an industry round-table meeting.

Won't Resign, Says Rosens

Rosen, asked if he would resign from TOA if that organization came out in favor of government intervention, replied "I'm not the kind of Rosen who resigns from things because people don't agree with me." Drawing an analogy, he said, if he thought differently, "I'd resign from the United States when the Democrats got elected," explaining that he is a Republican.

The SW executive vice-president, however, voiced his strong objections against moves to seek governmental redress. "I've been here for years. I have no axe to grind. I don't like government intervention," he said.

Generally speaking, he continued, "Exhibitors have been hurt more than helped when they did go to the government." He contended that the current shortage of product was a large measure because the "great distribution production organizations have no showcases of their own," referring to the studio practice of getting from the Paramount decree.

Rosen acknowledged that a number of exhibitors desired some relief from divorcement, but, he maintained, "I don't think those advantages great enough to overcome the disadvantage of坐 down together'"

"I believe," he said, turning to another topic, "that buyer and seller should sit down together" and solve their mutual problems as "businessmen, without going to the government."

"The attitude producers and distributors have taken "does not show sufficient industry statesmanship," he continued, referring to the demise of the proposed round-table conference.

Joint Conference

As "impractical," claiming that only about two per cent of the theatres would receive help under the Lichtman plan. He cited the case of one theatre which received a picture and simulcastly played a top picture at a 50 per cent rental. "The house grossed $150 on the picture," he said. "She accepted Miss Day's contract."

Barker suggested two alternatives to the Lichtman plan. "By Lichtman's own admission," Barker said, "$135 big city theatres pay from $5 to $9 per cent of the total gross while about 9,000 theatres may pay the remaining 10 or 15 per cent. Why not include all the theatres in the latter bracket under an arbitration plan if, as Lichtman says, their artists are a sufficient industry statesmanship."

If that is not practical, why not include all theatres grossing less than $1,000 a week?

Oregon Anti-Toll TV Group Set Meet

PORTLAND, May 22 — Another meeting of the local anti-toll TV exhibitor group will be held here on June 9, it was announced by Art Adamson and Mark McDonough, Oregon officers of the group.

The meeting was set following a conference of 140 exhibitors here.

 Allied-TOA Meet

(Continued from page 1)

16mm Bell & Howell TV Projector Shown

WASHINGTON, May 22 — A new 16mm motion picture projector for electrically operating, as well as all-electronic sound films was introduced at the National Association of Radio & Television Broadcasters Convention here.

Produced by Bell & Howell Co., it is said to be the first TV projector which need not be electrically locked to a frequency. Called the Bell & Howell 614 CBVM, the new unit is built to meet the exceptionally rigid specifications for sound and picture quality established by the Armed Forces for the JAN (Joint Army-Navy) sound motion picture projector.

Calls Lichtman's

$50 Rental Plan

A 'Hush Puppy'
Motion Picture Daily

Monday, May 23, 1955

Motion Picture Daily Feature Reviews

“The Far Horizons”
(Pine-Thompson-Paramount) (VistaVision)

The story of the Lewis and Clark expedition of 1804 and its historic trek through the West and across the Pacific Ocean, and of the young Indian girl, Sacajawea, who led the way across the vastness of America, has been filmed in VistaVision and color by Technicolor and offers theatre patrons large-scale action against wide, open-space settings. Fred MacMurray portrays the rugged Indian-fighter, William Clark, and Donna Reed and Barbara Hale appear as the Lewis and Clark ladies. Outdoor adventure, action and romance are dominant in this production, and shown to good advantage on the wide screen.

After the Louisiana Purchase, Lewis and Clark are assigned to head an expedition into the uncharted territory, across the Rocky Mountains and then down the Pacific Theatre on the subject, but taken on a long trek in an Indian village where Miss Reed, who portrays the young Shoshone Indian girl, warns Heston and MacMurray of a forthcoming attack. The ensuing battle scenes are excitingly staged. Afterward, the company encounters another Indian battle which appears to be staged with 1955 ingenuity, before the group accomplishes its goal.

This William H. Pine and William C. Thomas production, which was directed by Robert M. Young, is to bring to the screen for America's North from the novel “Sacajawea of the Shoshones” by Della Goldman Enmons, gradually develops a love rivalry between MacMurray and Heston for Miss Hale, the girl left behind in Washington prior to the expedition's beginning. The fascination of a long journey and the nearness of Miss Reed, Heston falls in love with the young, beautiful Indian girl, much to the chagrin of MacMurray. As the story wends its perilous way, Heston brings Miss Reed back to him, but the fate of a a relatively unknown star, Miss Reed in particular, is more suited for the wilderness than society and returns to her people.

A rugged supporting cast headed by William Demarest, Alan Reed, Eduardo Noriega, Lloyd Baxter and Ralph Moody are also prominently spotlighted in excellent characterizations.

Running time, 108 minutes. General classification. For release in June.

LESTER DINOFF

“That Lady”
(20th Century-Fox)

This COSTUME picture with medieval backgrounds, “That Lady” strives to bedazzle by sight alone and, in that respect, it succeeds. Although printed by Technicolor, the color appears to be false, and at times and, in general, poor.

The same, in some respects, is true of the draama and its dialogue content. A medieval drama set in and on Spain (a location picture), this attempts to capture the excitement of poetic romance and court intrigue and violence. But the speech is somewhat stilted, the action insufficient and at times unconvincing. A woman’s and perhaps even a child’s picture almost completely, this film, too, is an attempt at an old and undreadworthy, what must have been a robust, florid, and possibly torrid story, from the Kate O’Brien novel, and the Katherine Cornell play, “That Lady.”

This is not to say there are not some virtues: the sets, meaning actual scenes, some of them, vistas of mountains and moors, a colorful ball fight, a smidgen of Flamenco singing, these give some, however slight, feeling of Spain.

The theme certainly promised an overflow of rich entertainment. Phillip II of Spain, played by Rex Harrison, is the desolator and a reluctant conquistador, also at heart a man desperately insecure, and as it turns out, a repellent hypocritance whose alleged love for the widow—That Lady—of his late prime contains a merely a mask for diseased egotism for which he will torture and murder.

Paul Scofield plays Philip in the grand manner and with resemblance in style and appearance to Laurence Olivier. As That Lady whom he brings back from Moorish exile to Madrid’s fervent warmth, Olivia de Havilland is fervid with desire for romance, and even with one eye (she wears a patch) beautiful, vehement, scornful. She makes the mistake of romance with Gilbert O’Malley, the king’s favorite first love.

When Phillip hears of this, he frames O’Malley for murder, jails him and then de Havilland, all with pious genuflection to the law and royal position. The torture and the terms do not break the pair; but they run her health, and the closing scenes have Roland away to Italy and safety with de Havilland’s son, and her happy death.

Roland is also, with a Latin accent oddly a variance with others’ British and American. The other assorted players have their stock characters sacrificed to artificial and archaic speeches and scenes by director Terence Young which sometimes amount to carefully staged and obvious tableaux.

The picture is an Atlanta Production by Sy Bartlett and associate producer Ronald Kinmonth.

Running time, 100 minutes. General classification. For release in June.

“Mad at the World”
(United Artists)

Naturally, directed by a cast headed by Frank Lovejoy, Keefe Brasselle and Cathy O’Donnell, “Mad at the World” is another variation of the juvenile delinquency theme. It is a graphic and often poignant story, it adds nothing new to the drama. A somewhat poor melodrama it is an effective and generally entertaining addition to the Filmakers release count of good, modestly-budgeted product.

Brasselle and Miss O’Donnell are seen as a hapily married, lower middle class couple whose baby is killed by a bunch of joy-riding young hooligans. The tracking down of the culprits is determined by Detective Lovejoy, but when his methods prove too slow, Brasselle takes matters into his own hands and accepts the responsibility for being a little boy’s death. However, just as he is about to take his revenge, he learns his identity and except for the timely arrival of the cops, would have incarcerated himself in an unwarranted yard for the Georgia prison.

While no particularly convincing reasons are offered for the various denouements, the young hooligans as played by Stanley Clements, Paul Dubov, James Delagado and Joseph Turkel are convincing in themselves. Lovejoy and his assistant, Turkel, are a team that this film is exactly successful. The most effective scene on the subject is an interview which Lovejoy has with the Negro social worker. Collier Young produced and Harry Essex directed from his own screenplay, Running time, 71 minutes. Adult classification. For release in May.

“Santa Fe Passage”
(Republic)

Action and suspense being the top ingredients which please the outdoor-drama fans, “Santa Fe Passage” should show them when the way to an hour and a half of pleasurable viewing. The film treatment of the “Esquire Magazine” story was produced in the impressive Utah country, made more picturesque, with the help of cinematographer adding up to a good, realistic and ready outdoor drama telling of the adventures involved in getting a wagon through the hostile Indian country. John Wayne, Gayle Donohue as a bank robber, Hedy Lamarr as a cordial lady who is more suited for the wilderness than society and returns to her people.

A rugged supporting cast headed by William Demarest, Alan Reed, Eduardo Noriega, Lloyd Baxter and Ralph Moody are also prominently spotlighted in excellent characterizations.

Running time, 108 minutes. General classification. For release in June.

LESTER DINOFF

New Convention Date For Canadian Units

TORONTO, May 22—Official announcement was made here by H. Jolley, executive secretary of the several industry organizations in Canada, of a change in the dates for the annual conventions next fall, originally scheduled for the week of Nov. 21.

The revised list starts with the one-day session on Oct. 26, of the Motion Picture Theatre Association of Ontario. Next are the annual gathering on Oct. 31 of the national committee, Motion Picture Exhibitors Associations of Canada, and the convention on Nov. 1 and 2 of the Motion Picture Industry Council of Canada.

New Langston Post

TORONTO, May 22—A change in personnel has taken place in Odeon Theatres, Ltd. In the resignation of Nicky Langston as manager of the Capitol Theatre, Hamilton, to join the Associated Canadian Theatres, Ltd., Ted. Turkel will supervise the Biltmore and Savoy theatres in the downtown district. Nicky Langston has succeeded to the Odeon unit by Ralph Bartlett, manager, for six years of the Odeon Theatre, Sarnia, Ont.

Complete 10, Start 7; 30 Films in Work

HOLLYWOOD, May 22—The over-all boxoffice in shorter film stages slipped three notches to last week on completion of 10 productions and start of seven others. Started were: “FleischkinScope, Technicolor (Columbia);” Timeable Mark Stevens Prods., Superscope (Independent); “The Man Who Knew Too Much,” VistaVision, Technicolor (Paramount); “The Vanishing American,” Republic; “Tennessee’s Partner,” Bogeans Prods., Superscope, Technicolor, and “Portrait of Alston,” (RKO Radio); “Miracle in the Rain,” (Warner Bros.),

Ben Berger Says
Small Business Group to Hear
Rentals Case

Says EDC to Spotlight
'Piggy' to Senators

By LESTER DINOFF
Allied States Association's Emergency Defense Committee will attempt to "spotlight", exhibition's plight with the Senate's Small Business Committee in order to secure relief from high film rentals "by any means," according to chairman Ben Berger, president of North Central Allied.

"A bill is already prepared for in- (Continued on page 5)

RKO 'Holdlers Told
Meet Set for Aug. 3;
Atlas Talks Continue

In announcing that a meeting of RKO Pictures stockholders had been scheduled for Aug. 3, James R. Grainger, president, informed the share- holders by letter yesterday that board chairman Howard Hughes and Floyd (Continued on page 5)

FM Broadcasters
Shelve TV Proposal

From THE DAILY Bureau
WASHINGTON, May 23.—The FM broadcasters session at the annual convention of the National Association of Radio and Television Broad- casters shelved a resolution that favored subscription broadcasting.

The resolution, offered by Washing- ton station owner Ben Strouse, de- clared that "it is correct as a matter (Continued on page 4)

Ben Berger

Urges FCC to OK
‘Prescription’ TV
WASHINGTON, May 23.—The proponent of toll TV who wrote to the Federal Com- munications Commission asking for the approval of "description" television apparently has a cousin. This one, in California, has pleased with the FCC to put its stamp of approval on "pre- scription" television.

By Five to One
Toll TV Mail
Now Opposes
The Medium

Special to THE DAILY
WASHINGTON, May 23.—A spot check of mail coming into the Federal Communications Commission on the question of "to fee or not to fee" television shows that the nays are now leading the ayes.

Until very recently, the pro-fee TV letters considerably outnumbered the antise. But the last three volumes of mail show that the opponents are now (Continued on page 4)

Industry to Honor
Albert Warner Today

Over 250 members of the motion picture and amusement industry are expected to attend the testimonial luncheon in honor of Major Albert Warner today at the Hotel Pierre. Adolph Schimmel, vice-president and general counsel of Universal Pictures, will preside over the industry luncheon.

Barney Balaban, president of Para- (Continued on page 4)

Loew Seeks
Fla. Drive-in

Loew's Theatres has filed an application in New York District Court for permission to acquire a large drive-in theatre outside of Jacksonville, Fla. A hearing on the request has been set for the afternoon of June 2, before Judge Goddard.

The theatre, the Normandy Outdoor Theatre, has a 1,250-car capacity. It would be the second drive-in acquired by Loew's since the Paramount decree freeze on new theatre acquisitions by defendant companies. Loew's recently was allowed to acquire the Twin Drive-in in Chicago.

Justice Department officials in Washington said they were studying the new Loew's applications and did not know whether they would endorse the request or raise objections. Justice told the District Court it had no objections to the acquisition of the Chi- cago drive-in.

McConnell Rebuke by
Rep. Celler Launder

John T. Cahill, general counsel for Radio Corporation of America, yesterday commended Congressman Emanuel Celler, chairman of the House Judiciary subcommittee, for his condemnation of the conduct of Thomas C. McConnell, Chicago attorney, who has been active in film anti-trust litiga-

McConnell, in a letter to the committee, and read by Congressman Celler during a hearing as an unfunded his- torical precedent that information from the report of the Attorney General's National Committee to Study the Anti-Trust Laws had been quoted by Cahill on April 30, 1954, in con- testing an anti-trust suit against Radio-Com to East Coast RCA.

"This kind of irresponsible conduct (Continued on page 4)

“Mr. Roberts”

[Leland Hayward—Warner Bros.
(Cinemascope)]

Unadulterated entertainment from its colorful beginning to its just-right ending is Leland Hayward's production for Warner Bros. of the long-run Broadway stage hit, "Mr. Roberts." It is two hours of wonderful fun which should inspire enthusiastic reactions and comments by all who see it, thereby swelling the ranks of the picture's salesmen.

The quality ingredients of which this show has been made were not wasted. Everything costly and fine added to it has been so used as to produce the sought-after, ticket-selling effect, whether it be Cinema- Scope and WarnerColor, the top talent throughout the cast, the direction by John Ford and Mervyn LeRoy, the writing by Frank Nugent and (Continued on page 4)

May Be First
Say Exhibition
Sets Meet with
20thFoxToday

Joint Allied-TOA Group
Plans Strategy in N.Y.

By MURRAY HOROWITZ
The first of what may be a series of conferences on an individual company basis will be inaugurated here today by the joint committee of Thea- ter Owners of America and Allied States Association, according to un- official reports in the wake of yesterday's opening session of the joint ex- hibition committee.

The account upheld that the joint committee will meet today with Syros P. Skouras, president of 20th Century Fox, and William Gehring, executive assistant general sales manager. Fol-

(Continued on page 5)

Allied's Gordon in
Study of British
Conciliation Method

By PETER BURNUP
LONDON, May 23.—The machinery in existence here for hearing and resolving exhibition's film rental and trade practice complaints was cited by Julius Gordon of Allied States Asso- ciation of Motion Picture Exhibitors as of great interest during his visit in London.

At a press conference in the Cine-

(Continued on page 4)

Lichtman Launder for
Arbitration ‘Step’

From THE DAILY Bureau
HOLLYWOOD, May 23—Support for Al Lichtman's proposal that arbi- tration be adopted as distributor-exhibitor negotiation where the film rental is $50 or less is tendered by the Southern California Theatre Own- ers Association in a letter from its (Continued on page 5)
**Rocky Mt. Allied Elects; Hits Disney Sales Policies**

_Special to THIS DAILY_

D第九, May 23.—The Allied Rocky Mountain Independent Theatres directors met, elected officers, and passed a resolution condemning the policies of Paramount. The resolution, unanimously passed, reads: "Be it resolved that the board of directors protest (a) the policy of the company, Buena Vista Distributing Co. which prevent small town exhibitors from profitably playing Westerns, etc., independent pictures, and thereby denying a large segment of the public from seeing desirable films; (b) the inefficiency and waste of the organization, thereby selling such important pictures, and (c) furthering the misconception of distribution, in general, that class entertainment in a comparatively few theatres is healthier for the motion picture industry than mass entertainment available in a thousand."

Officers named were: National director, Neil Beezley; president, James in the vice-president; secretary, Fred Hall; treasurer, Gus Iold, and general manager, J. H. Asquith.

An advisory committee that will consider intra-program organization, was named and consists of Beezley, Copeland, J. K. Powell, Robert Kehr and C. L. McLaughlin.

"Sinbad to Open in 11 L.A. Area Houses"

Howard Hughes' "Son of Sinbad," which will have its world premiere at the Fox Theatre in Los Angeles, May 31, will open in 11 situations in the Los Angeles area on June 6, it was announced yesterday. Technicolor, Techniscope will play in Warner's Downtown Theatre, Los Angeles; Warner, Warner Brothers' Los Angeles; Hollywood, Hollywood; Olympic, Westwood; Century, Inglewood; Compton, Compton; Whittier, Whittier; Vincent, Vincent; Pico, Pico; Burbank, and the Laurel, San Fernando. The eight last theatres are drives-in.

"U' Promotion Men To Field for 'Earth'" 

Universal-International has set its initial plans for the special field exploitation coverage of "This Island Earth," with 14 field exploitation men being assigned to cover 20 key cities. More than 900 theatres are scheduled to play "This Island Earth" during the 30-day period beginning June 15 and they are being listed in two-page color advertisement to appear in the June 26 issue of "Exchange."

Mrs. N. J. Lawler Dies

HARTFORD, May 23.—Mrs. N. J. Lawler, widow of the pioneer New England theatre owner, is dead at Greenwich, Mass. Survivors include her son, J. W. Lawler, former general manager of the Hartford Theatres Circuit.

News Roundup

_RKO-Cleveland Signs State_ 

RKO Radio in Cleveland has joined four other exchanges in turning its shipping over to State Films, all employees are to be retained by State Films, Liv Morehouse, R. N. Ross and Harry Lyman and five inspectors, other companies using State Films are Universal Artists, Republic, Publica Vista and IFE.

_Harris Retains Theatre_

Marvin Harris still owns and operates the Avalon Theatre, Toledo. Deal with Sher Brothers of Columbus to buy it for an art house, as previously announced, failed to materialize. Marvin, in addition to operating his Avalon and Lyric Theatres in Toledo and the Swanton in Swanton, has recently purchased the Paramount Theatre, owned by Jack Armstrong, which he managed before acquiring theatres of his own.

_Hopalongs to Carroll_

Carroll L. Pucito, president of Carroll Pictures, has completed negotiations whereby Carroll Pictures will release 12 "Hopalong Cassidy" features that were first released by Universal Artists.

_Opposes Pay TV_

Canadian Broadcasting Corp. does not favor pay-as-you-see television for Canada, this information was given to the Parliamentary Committee on Broadcasting.

**NEW YORK THEATRES**

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People

George Nichols, for the past six years a member of the MGM studio publicity department, will henceforth function as a special representative of Howard Dietz, vice-president in charge of promotion for Loew's, Inc. Nichols has been assigned to three forthcoming MGM pictures: "Last Hunt," "Somebody Up There Likes Me," and "Something of Value."

Arthur Stein, who has been with the Levine-York circuit of Massachusetts since 1948, has been promoted to district manager, handling the four-three circuit begun in 1951, he opened the Round Hill Drive-in, Springfield. In his new post he will handle this theatre and the others in the Nashoba, Boxboro, and the Hadley, Hadley, all drive-ins in Massachusetts.

Miss M. G. Latimer has been appointed secretary-treasurer of the Motion Picture Centre, Ltd., of Toronto.

George Roberts, treasurer of the Drive-in circuit of Saratoga, Cal., recently purchased the Towne Theatre, San Jose, from Barney Gurnett and Al Sanford.

Manic Sacks, executive vice-president of the Radio Corp. of America, has been appointed entertainer. Robert A. Ely, chairman of Deborah’s sixth annual humanitarian award dinner to be held on Sunday, June 12, at the Bellevue-Stratford Hotel, Philadelphia.

Lou Levi, manager of Schine’s Granada in Buffalo, has been elected president of the newly organized North Main Street Business Association.

$113,000 Teaser Ad Drive for ‘Stranger’

A $113,000 advance newspaper advertising campaign heralding United Artists’ “Not As A Stranger” with 450 big-space displays blanketing each of the 75 participating newspapers in the exchange circulation under way this week, was announced by Francis M. Winikus, national director of advertising, publicity and exploitation for UA.

The ad program, which is independent of late co-op insertions that will additionally support the campaign, was prepared by the Kramer screen version of the novel, which will plug “Not As A Stranger” to the readers of the 75 participating newspapers via a series of six 300-line teasers.

According to Marcus

No Formal Proposal Yet
For TOA-Allied Merger

Even though the Allied States Association and Theatre Owners of America are “seeing eye-to-eye” and have had a “meeting of the minds,” several industry problems, an official proposal for a merger of both exhibitor groups has not been presented according to Ben Marcus, former president of the National Allied, and Ben Berger, president of North Central Allied.

Marcus, a member of the board of directors of Allied, stated here yesterday at the Hotel Sharoner Astor that despite such talks of a merger, “there has not been a formal proposal.”

Reticent to discuss the “hot topic,” Marcus declared that the merger subject “will not be a topic of discussion at the joint meeting of exhibition committees of the national Allied board meeting at the Waldorf-Astoria Hotel here today and tomorrow.”

Berger, when asked about the proposal, stated that the two exhibitor organizations, stated that “in numbers there is strength. A merger of both TOA and Allied States is an inevitability as both organizations are now seeing eye-to-eye on many pertinent problems. We have had a meeting of the minds as evidenced by the meeting taking place today.”

The North Central Allied leader declared that he was personally in favor of one national exhibition group because of its “united front.”

Both Berger and Marcus would not disclose who initiated the merger proposal, Walter Reade Jr., chairman of the board of directors of TOA, who said last week that a merger was “extremely possible” and will be a merger with Allied States Association and that “exploratory talks between both exhibition groups concerning the merger have already taken place.”

Winthrop, Mass., Bans ‘Blackboard’

BOSTON, May 23.—Although “The Blackboard Jungle” was booked into the Winthrop, Mass., Theatre, a Snider circuit house, for Friday and Saturday and had been extensively advertised for the weekend showing, the Board of Selectmen of the town refused to grant the theatre a license to show the film.

Officials of the circuit asked for and received an opportunity to address the three-man board at a special meeting Thursday, Larry Her- man, general manager of the circuit, and his attorney, Mayer Israel, argued the point in Class “B” and has played in all the surrounding towns and cities, including drive-ins. The board stated that it had received calls from parents who objected to the showing of the film, particularly on Saturday because it might have a detrimental effect on juveniles.

Substitution Made

The board also stated that it was told that last Sunday the Rev. William C. Brackart urged parishioners of the St. John Evangelist Catholic Church not to see the film or to let their children see it. The Snider circuit made sure that the film, “The Wild One” and “The Far Country” as the weekend program. It is undecided whether any substitution will be taken on the decision of the board, although attorneys for M-G-M are looking into the matter.

97 ‘Matador’ Dates

Edward L. Alpersen’s “The Magnificent Matador” in CinemaScope, which opens today at New York’s As- tor Theatre, will have 97 first domestic and Canadian engagements by the end of June, it was announced by 20th Century-Fox, distributors of the film.

As Vote Looms

‘Burlesque’ Films Hurting O. Censor Case

COLUMBUS, O., May 23.—Showing of “burlesque pictures” in several Ohio communities is causing the Ohio State Board of Censors to look into the propriety of showing such pictur- es.

If such a proposal is expected to vote soon on censorship measures recommended by the judiciary committee.

Senator Charles A. Mosher, Repub- lican, Oberlin, leader in the anti-censor- ship fight in the Ohio Senate, de- clared that he will do “everything possible” to get a new movie censorship law passed.

Agreement Reached, Says Wile

Robert Wile, secretary of the Ind- ependent Theatre Owners of Ohio, said agreement has been obtained in New Haven for production of these pic- tures not to take future bookings for Ohio drive-ins and other theatres.

Those who have agreed to drop such bookings include the Warner, Howard, Hoffert, Archie Rose and the Times Film Corporation. The features in question include the “French Follies,” “One Summer of Happiness” and others.

The “French Follies” was cancelled by the Blue Sky drive-in, Wadsworth, following complaints to Mayor Don Merriman by the Wadsworth Minis- terial Association and school leaders.

Gov. Frank Lausche, in a letter to the Catholic Chronicle, said that he will do “everything possible” to get the New Haven drive-in to accept the “French Follies,” “One Summer of Happiness” and others.

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Calls Them ‘Feroruner’

He denounced “indecent” films and warned they are “only a mild fore- runner” and unless a stronger censorship law is enacted.

He said it is “foolish” to expect that the movie industry will censor itself, and that proposed state censorship is “a morally disintegrating in- fluence upon youth” unless they are curbed by law.

Kaplowitz Named

SW Buyer in N.H.

Harry Kaplowitz is the new film buyer for Stanley Warner Theatres in the New Haven zone. He succeeds Larry Lapidus, who resigned to join Frank Daniel, drive-in chain of New Jersey, effective yesterday. Lapi- dus was honored at a farewell dinner in New Haven last week.


Kaplowitz, who has been employed in the Philadelphia zone offices of Stanley Warner, is buying-looking for the same territory served by Lapidus.

German Product Being Offered Here

Exhibitors, particularly in the specialized circuits, are now have a new source of product in the revived German film industry, Munio Podhorzer, president of the German Film Enter- prises, Inc., stated.

Podhorzer, whose company repre- sents German producers and exporters in the United States, urged American theatre owners to give the new German films a chance to re-establish themselves.

The industry in Germany has made tremendous strides and UGFE now is in a position to negotiate for product with a very definite boxoffice potential for practically any type of situation, he said.
Mexican Players In New Demands on the Producers

Special to THE DAILY

MEXICO CITY, May 22—The producers and artists involved in labor trouble along with the exhibitors and distributors who face a strike on July 1 unless they get a 25% pay raise that the National Cinematographic Industry Workers Union (STPC) is demanding.

The producers face wage increase demands, and more, by the players and the technical and maintenance workers, members of the Picture Production Workers Union (STPC).

The players have given the producers until July 31 to decide upon their demands.

The technical and manual workers want a 25 per cent pay hike and a 40-hour week, with extra remuneration for overtime. Neither they nor the players have, as yet, threatened a strike.

Kaye to Luncheon for U.N. Children's Fund

LONDON, May 23—Danny Kaye, here for a vaudeville looking at the London Palladium, will be a guest of honor at the UNICEF luncheon at the Dorchester Hotel on June 7. He will receive from the United Nations Association a cheque for £5,000 for him to present to the United Nations' Children's Fund.

The ceremony will mark the culmination of the fund-raising tour of the Far East undertaken by Kaye last year on behalf of the United Nations to observe conditions of children living in undeveloped areas.

Variety Club of Great Britain has in five years donated £10,000 to sick and needy British youngsters.

SW Nework Zone Winners Announced

George Kemp, manager of Montpelier Theatre in Passaic, was awarded a $200 bond for the best series of promotions during the first month of the "Spring Movie Festival," it was announced by Smallwitz, zone manager for Stanley Warner in New Jersey.

Second prize, a $50 bond, was won by Diane Gordon of the Central Theatre, Jersey City, Adolph Finkelstein, manager of the Embassy, Orange, received third place honors and a $25 bond.

"Mr. Roberts"

(Continued from page 1)

Joshua Logan, the sound, music—anything and everything about it—all fit functionally and delightfully into a whole pattern for a thoroughly satisfying attraction of superior worth.

Geraldine Page, playing the part opposite Fonda, provided a most rewarding role for so many months on Broadway, herein equals, if he does not surpass, the best performance he gave to the role on stage. In fact, for the benefit of those interested in such opinions, this reviewer found the picture superior to the hit stage play, more so. To be a faithful and true transference of the original is no small matter.

Hedren, on which the Hayward stage play was based. So many, in fact, that it is not improbable that youngsters will find quite a bit of it over their heads, and that there may be some elders who may take mild offense.

But the fact remains that what is said and done is performed by experts and is wholly in the spirit of fun-making. There must be very few for whom it will fail to provide a very good time.

AIDING their own expert performances Fonda's are such marquee names as James Cagney, as the down, ambitious captain of the Navy supply ship destined to ride out the war in the backwaters of the South Pacific with its bored and frustrated officers and men; William Powell, as the ship's doctor, aligned with the junior officers and crew against the captain; Jack Lemmon, propTypes who runs the ship's laundry from his bunk; Betsy Palmer as a Wave lieutenant; Ward Bond as chief petty officer and Phil Carey as a member of the crew.

This turns what was a story of the demimonde existing between Fonda, who wants to be transferred to combat duty, and Cagney, who disapproves the requests because through Fonda's influence with the crew he hopes to attain a record for his ship that will earn him a promotion to a better position.

Meanwhile, as the feud between the captain and his lieutenant wages, incidents aboard ship make for continuous hilarity for audiences. There is the景色 by a group of officers, who have become already hospital on the nearby island; there are Easigul Pulver's plans for a conquest when a detail of nurses visit the ship; the making of a bottle of "scotch" to further their entertainment; the disappearance of the captain's plans for punishment; the sudden approach of the explosion of Pulver's home-made firecracker in the ship's laundry in the same celebration, and the aftermath of the crew's first shore leave in an area of these sorts.

The serious-dramatic thread comes to the fore as the captain discovers that Fonda, through a hibbe of a bottle of whiskey, succeeded in having the ship transferred to a "liberty port" in order to get shore leave for the long-overdue crew. In retaliation, the captain exacts a promise of unquestioning obedience from Fonda and a promise to cease requesting transfer to combat duty. Fonda's altered position costs him the crew's confidence for a time but when they discover the true explanation of his severe attitude toward them, in appreciation, they forgive the captain's signature to a letter requesting transfer for Fonda. He realizes for combat duty, and he is a hero.

Calhul cited Congressman Celler's statement from the House floor in the House transcript which reads as follows: "I had admonished Mr. McCollin at the outset of his testimony that this Committee would not be a vehicle of a forum to advance the cause that he was seeking to advance in any legislation in his capacity as chairman of the Immigration for the Zenith Corporation."

"Mr. Roberts" is typical of McCollin's tactics, Cella said. "It is high time that McCollin was reprimanded and called to account for his misleading statements so appropriately described by Congressman Celler as deserving no criticism and thus misleading this Committee."

Calhull cited Congressman Celler's statement from the House floor in the House transcript which reads as follows: "I had admonished Mr. McCollin at the outset of his testimony that this Committee would not be a vehicle of a forum to advance the cause that he was seeking to advance in any legislation in his capacity as chairman of the Immigration for the Zenith Corporation."

Calhull cited that contrary to McCollin's statement, he had quoted a report on this at the time and there was a motion Committee on Practice and Procedure and not a report of the Attorney General's Committee, as falsely charged by McCollin.

McConnell Rebuke

(Continued from page 1)

is of the capacity for the board's presentation of a hand-made silver bound Bible to Mr. McConnell. Mayor Warner and will introduce him to the luncheon gathering.

A highlight of the event will be an address by Armand Hammer, consul-general of Israel in New York.

Some few members of the division's steering committee who will attend are: Mr. H. L. S. Craig, S. Craig, Mr. A. A. Craig, and Robert Jack Cohn, Herman Robbins, Samuel Rosen, Solomon Schneider and Spyros P. Skouras.

"Stranger' Midwest Premiere June 29

"Not As A Stranger," Stanley Kramer's motion picture production of the Morton Thompson novel, will receive its Midwest premiere at the United Artists Theatre in Chicago on June 29, concurrent with the film's benefit world premiere at the Stanley Warner in Beverly Hills, Cal.

Gordon

(Continued from page 1)

matograph Exhibitors Association offices. Gordon will himself act as goodwill ambassador from his Association. His mission, he said, is to probe the troubles of close liaison between Allied States and CEA and to note the trade problems of British exhibitors and the methods employed by Allied States.

Faced as the American exhibitor is by the rising graph in rentals he was greatly impressed with the machinery of the joint CEA-Kinematograph Rentals Rangers Committee to combat the full effects of any CEA behind him can take his rental grievances. Gordon felt that machinery is precisely what the American theatreman is looking for.

The Allied States' secretary blamed the system of competitive bidding in the U. S. for the higher rentals there. That situation, together with the longer playing time now demanded and the notorious product shortage, was killing the exhibitor's goose. Gordon felt that if distributors in the U. S. continued to present pictures on the rental problem the latter may be forced to resort to Federal legislation, that were a move which no man of sense, especially why be—Gordon was so concerned with the CEA-KRS machinery.

Says U. S. Needs 'Education'

Inevitably, the ancient bargain of an American market for British films will continue to be a subject of discussion. He assured his newspaper questions that the failure of British films did not stem from the lack of trying by exhibitors there. The one thing he and his brother the committee representative was to provide better and more product. So why should an American deliberately shut the door on new product? But he had tried British product himself and failed dismally therein. He said his own audiences liked their whisky raw. Asking them to see British films was like inviting them to take "Scotch." "You'll have to educate them to British films," he said. "Tell 'em it's a job for your own promotional people."

Gordon attended the half-yearly meeting of the branch of the Variety Club which was the branch's guest afterwards at luncheon.

He travels to Paris to sit in at the European conference of exhibitors there on Wednesday. Thereafter, he plans a two or three weeks' holiday before returning to America.

FM Broadcasters

(Continued from page 1)

of law, principle and public interest for a broadcast licensee to make a direct charge to a listener for a service rendered by the broadcaster over his licensed frequency."

The meeting killed the resolution for the time being by deciding to send it to the FM radio board for further study.

Anti-Toll-TV

(Continued from page 1)

out-writing the proponents by about five to one. The commission has bound 37 volumes of fee-TV letters. With an average of 500-600 in each volume, the total number of letters received hits about 20,000.
Rental Case (Continued from page 1)

Motion picture rentals, as noted in the U.S. Senate's testimony on exhibition practices and costs, are being questioned by the Senate Commerce Committee. The committee's investigation, which is expected to continue for several weeks, will examine the role of film distributors in setting rental rates.

Nothing New, He Says

"There is nothing new in having the government regulate film rentals," Berger stated. "This is not done in a number of other countries." He added that film producers in government in Norway and other Scandinavian countries, to name a few, were also questioning how relief from the high film rentals is secured for exhibitors, intimating that until the proposed legislation is forwarded to the public, distribution companies would be confined to alleviating a number of exhibition problems.

"The high film rentals are not being asked and given by distribution is driving many small theatres owners out of business," Berger said. "The distributors are taking advantage of the history without question painting film entertainments because the film theatre has been driven out of business by high film rentals.

Queried on Allied Link

Berger, when questioned about TOA joining up with Allied in the latter's plans for Federal regulations in the industry, stated: "It looks pretty good.

RKO Stockholders (Continued from page 1)

B. Odum, president of Atlas Corp., was in New York yesterday for continuing discussions on "possible plans" for RKO's future. Atlas is the largest stockholder outside of Hughes. The meeting will be in Dover, Del.

The Aug. 3 meeting was called for the purpose of considering the future and transacting such business as may come before the stockholders. Gainer said that "in case there are developments prior to the meeting which will involve bringing before the meeting matters of importance other than the election of directors, stockholders will be promptly and fully advised by supplementary notice."

Commenting on the current Hughes-Odum discussions, Gainer said "management is in no position at the present time to advise stockholders as to when they will be concluded or as to their outcome."

Lichtman Laued (Continued from page 1)

Chairman, Harry C. Arthur, Jr., to Lichtman, reading in part: "At a board meeting of the officers of our association, a motion was made, seconded and unanimously carried, expressing commendations to you for your step in the right direction in advocating the arbitration of rentals where possible for your picture organization and appreciative of your consideration and sincerely feel that this is a good beginning and one that, if adopted by all film companies, will be of material assistance in quieting some of the unrest in our industry."

Television -- Radio

with Pinky Herman

CREDIT WABD with having copped a distinct beat over the net with its quick decision to televise the "How to Invest Show" which opens tonight at the 71st Infantry Artillery under the auspices of Merrill Lynch & Co. and in cooperation with American Gas & El. Co., American Iron & Steel Ind., General Electric, General Foods, General Motors, International Business Mch., Manufacturing Chemists and N. Y. Telephone Co. The video team, under the supervision of program director Herb Lichtman, includes producer Wes Kennedy and director Gene Nocks with Louis Engel, narrator. . . Pyramid Productions' "Big Story," telecast Fridays, has been renewed by Pall Mall NBCigs for an additional 26 weeks starting Sept. 9. . . TV producer Joe Santley has resigned from ABC to become producer-director for Screen Gems' new film series starring Fatti Page, the Page Five Singers and Joe Resinian's orch. The 104 biteminute episodes will be filmed in New York. . . Three years ago when Jerry Strong failed to overwork, his wife Jimma took over his WWMAL (Washington, D.C. station)." THE CHIEF NEWSCASTER and upon his recovery remained as the distaff on the "Mr. & Mrs. Act," and today Jerry & Jimma Strong are that way indeed in the Capitol's rating.

Bill Nimmn, Cincinnati's gift to TV, who's been Pabst Blue Ribbon's host between rounds at the Wednesdays fights CBSee for the past three years, will continue his role when this popular series moves to ABC-TV June 1. Bill has come a long way since those Paste days at WLY. . . National Telefilm Associates has acquired U.S. distribution rights for seven years to the prize-winning British film, "The Fallen Idol," starring Ralph Richardson and Michael Caine, and will be released for TV in October. . . Scott Paper will sponsor Screen Gems' "Father Knows Best," co-starring Robert Young and Jane Wyatt when it returns in August TVda WNEW, New York, this Fall. . . Tinna Enterprises, who had been killed on his own ra and TV shows as "350 pounds of happiness," has formed his own recording firm. The initial release featured Tiny's rendition of "My Little Scrapbook," backed with Russ Case's version of "The Little Old Man." . . These have sold more than 50,000 copies, among which were film producers as "The Robe," "Magnificent Obsession," "Disputed Passage," "Green Light" and "Invitation to Live," authorized his first TV series, "Dr. Hudson's Secret Journ.," which will star in for 39 episodes to be produced by Brewer Morgan in association with Gene Solow for MCA-TV Ltd. syndication. His first two albums for RCA Victor, namely "George M. Cohan Songs" and "Harry Von Tiller Songs," are doing so well that Roy Ross, musical director of WNEW, has just cast a third, "South of the Border," which we heard and which turns out to be an instrumental delight. . . Jayne Shein of J. Walter Thompson is the new presy of American Women in Radio & TV, succeeding Nancy Craig, WABCCommentator. . . Walt Frazier, producer of "Strike It Rich" and "The Big Payoff," has added a new department designed to offer a complete and complete-participation package which local stations can produce with local talent." Dan Goodman formerly sales director with Harry S. Goodman Productions will head the new WEX subsidiary. . . Fanatical interest and practical applications to solve TV problems, gleaned from HDMI TV clinic sessions held in New York, Chicago and Los Angeles, have been compiled into book and "Television Talks. . . and is available to TV execs for $4.20. This book definitely will not gather dust on the shelf because it will be referred to repeatedly. . . . The Pee Wee King Show originating in Cleveland and located on an ABC coast-to-Coast net, noted in last night with the first half-hour (9:00-9:30) of the hour-and-half program handed in New York. Show featured folk and Western songs, encored by Pee Wee, who also introduced Red Stewart.

(Radio-TOA (Continued from page 1)

Alloying the meeting with 20th-Fox, the unconfirmed report stated, the joint committee will decide whether it may prove fruitful to slate other conferences between the film companies or their presidents or their sales heads, or both.

Yesterday's meeting at the Sheraton Astor Hotel got over at 11:50 A.M. and continued until 4:35 P.M., with a break for lunch in adjoining rooms where the TOA president and allied representatives met separately in what appeared to be an organization.

Following the session, no statement was issued on the meeting, on the theory, if any taken, nor on the progress made. TOA president E. D. Martin said, however, that the joint committee will continue its meeting today, adding there may be a press conference or statement late this afternoon.

Meetings Had Been Proposed

Today's reported exhibition-20th-Fox conference and the possibility of similar conferences in the future came as a consequence of the film company presidents' refusal to participate in the proposed industry round-table conference. In their letter to the president, many of the companies presidents countered proposed conferences with exhibitors on an individual basis.

One reason for the selection of 20th-Fox, as first of such possible individual conferences was said to be due to the role played by Rube Lichtman, the company's distribution director. Trade sources pointed to Lichtman's recent proposal of a uniform film rentals up to $50 an arbitrable item. Lichtman made the proposal from the Coast where he is recuperating from an illness. Trade sources also pointed out that Lichtman made the original proposal for a round-table conference to ease the conflicts dividing exhibition and distribution-production.

Several Plans Studied

The individual company approach was said to be one of the many avenues explored at yesterday's joint exhibition meeting which was discussed were reported to be the possibility of TOA joining Allied in the latter organization's bid for Federal regulation and the adoption of a non-cooperative policy against one or more distributors that are held to be "most to blame" for exhibition's plight. It is understood that TOA, with many of its big circuit members opposed in principle seeking government intervention, is reluctant to join Allied on the "go-to-the-government" issue.

Top Officials Attend

Those attending yesterday's joint meet were Rube Lichtman, Walter Reade, Jr., and Myron Blank, of TOA, and Rube Shaw, Ben Marcus, Ben Berger and Jack Kirsch of Allied.

NTA Offering Stock

National Telefilm Associates, Inc., distributor of motion picture feature films and special film series to television stations, has filed with the Securities and Exchange Commission registering 32,500 shares of common stock (10 cents, par) to be sold publicly at $5.00 per share. It was announced here yesterday.
LOPERT FILM PRODUCTIONS present

KATHARINE HEPBURN and ROSSANO BRAZZI
in DAVID LEAN'S PRODUCTION of

Summertime

The great Hepburn at her greatest... in her first UA release since the Academy Award winning "African Queen." Filmed in Technicolor against the magnificent splendors of the world's most fabulous city! What "3 Coins in the Fountain" did for Rome--"SUMMERTIME" does for Venice!

Here is romantic drama that must leave its impact--critically, and at the boxoffice.

Print by Technicolor

with ISA MIRANDA. Produced by ILYA LOPERT. Directed by DAVID LEAN. Screenplay by DAVID LEAN and H. E. BATES. Based on Arthur Laurents' "Time of the Cuckoo," produced on the Broadway stage by Robert Whitehead and Walter Fried. Filmed on location in Venice, Italy.
By Allied Board

Next Meeting Step Will Be Decided Today

Directors to Get Report Of Sessions at 20th-Fox

By MURRAY HOROWITZ

Allied States Association's board of directors will decide today whether Allied will seek to meet with other film company presidents on an individual basis, Ben Berger, chairman of Allied's Emergency Defense Committee, said last night. His statement followed yesterday's closed-door session with 20th Century-Fox president Spyros P. Skouras, which was attended along with other members of the Allied-Theatre Owners of America joint committee.

Berger's declaration came in the midst of an all-day meeting of the Allied board, which got under way in the morning at the Hotel Waldorf-Astoria. Throughout the day, the Allied board meeting was overshadowed (Continued on page 4)

$425,000 for UJA Pledged

(Picture on page 6)

"The cause of UJA logically is the cause of democracy," Major Albert Warner, vice-president of Warner Brothers, declared here yesterday at a testimonial tendered to him by the motion picture and amusement division of the United Jewish Appeal of Greater New York.

Adolph Schimel, vice-president and general counsel of Universal Pictures, division chairman, announced that the industry had raised over $425,000 for the 1955 campaign of UJA. Schimel noted with regret the absence of Simon H. Fahim, president of (Continued on page 6)

Schaefer to Head USO Camp Shows

George J. Schaefer was elected president of USO-Camp Shows, Inc., at a meeting of its board of directors yesterday. Schaefer, who has been associated with Camp Shows since 1941, as a member of its board and executive committee, will take over his (Continued on page 5)

Rentals Should Be Arbitrated: Martin

Film rentals should be included in an arbitration system for the industry, E. D. Martin, president of the Theatre Owners of America, declared here yesterday following a meeting at 20th Century-Fox where joint TOA-Allied States committee discussed trade practices affecting the industry.

Martin's statement apparently cleared up TOA's position on whether the national exhibition group favored the arbitration of film prices. TOA recently stated that if any exhibitor failed to get relief through conciliation, he may then go into arbitration in most matters, but he would not be able to arbitrate film rentals.

IFE Estimates $1,500,000 Gross

For Current Year

Product released domestically by I.F.E., Releasing Corp. in 1955 is expected to gross about $1,500,000, according to E. R. Zorongiotti, chairman of the board of directors of Italian Films Export, who yesterday introduced newly-appointed executive vice-president Seymour Povey to the trade press.

Zorongiotti, in announcing that I.F.E. executives would shortly leave for Rome to confer on securing a change of policy and more local autonomy for I.F.E.-U.S.A., declared that company releases are of high quality during September (Continued on page 4)

Columbia University

Motion Picture 'School'

In New Arts Center Plan

Plans for a new Columbia University Arts Center to include courses and supplementary exercises in the communication arts were announced at a luncheon at the Waldorf-Astoria here yesterday sponsored by the Columbia Associates, a group of businessmen and professional leaders who serve the president of the University in an advisory capacity.

Courses in the communication arts will include extended facilities for teaching, experimenting, practice and research in the motion picture, television, radio and other arts schools and departments already established at the University. The assistance and cooperation of (Continued on page 5)

Skouras to Exhibition:

20TH TO CONSIDER

POLICY CHANGES

Skouras and Gehring to Meet Shortly With Lichtman and Will Then Clarify Position

(Picture on Page 4)

By LESTER DINOFF

Twenty-first Century-Fox's current policy in dealing with exhibition may possibly be altered as a result of a meeting between the joint Theatre Owners of America-national Allied committee yesterday with the film company's president Spyros P. Skouras and William C. Gehring, executive assistant general sales manager, at which the exhibitors presented a longer viewpoint of present industry conditions.

This was the first definite result of the joint committee's cooperative effort in trade practice. The request to the exhibitor organizations began meeting here on Monday, continued yesterday, today on whether the committee should seek discussions with other film company heads.

Skouras announced following the (Continued on page 4)

Put Off Wage Law Study

By J. A. OTTEN

WASHINGTON, May 24.—The House Labor Committee voted to put off—probably until next year—any consideration of extending minimum wage coverage to theatres and other retail and service establishments. The committee unanimously decided to hold hearings "at a very early date" on proposals to increase the minimum wage above the present 75 cents an hour, but to confine these hearings to the increase in the minimum and not (Continued on page 4)

Warns NARTB

On Ads, Programs

FROM THE DAILY BUREAU

WASHINGTON, May 24.—The chairman of the House Commerce Committee told the nation's radio and television broadcasters today to keep a sharp eye on their advertising and programming and advertising policies.

Speaking to the 33rd annual convention of the National Association of Radio and Television Broadcasters, Rep. (Continued on page 6)
Initiative Moves for Rank to Rejoin CEA

From THE DAILY Denver

LONDON, May 24—Initial moves have been made which independent exhibitors here hope will bring J. Arthur Rank's theater business, the British Cinematograph Exhibitors Association fold from which it resigned some months ago.

One of the first was a statement by Alfred Davis (no kin to John Davis, managing director of the Rank Organization) speaking in front of CEA's London and Home Counties branch, who termed the Rank withdrawal "the biggest blow that has ever befallen us. It has cut the branch in half.'"

Initial opinion throughout British exhibition favors a return of the Rank theatres to CEA membership if only on the ground that no considerable industry can put itself forward either to Parliament or the populace as a united whole when one substantial branch of it stands aloof.

Indications are that some development may occur next at the CEA annual convention in mid-June at Liverpool, Wales, which John Davis is expected to attend.

MEXICAN PRODUCERS PLAN JUNE MEETING

MEXICO CITY, May 24—The first national emergency convention of the production division of the picture industry is being arranged for here in mid-June with the hope of forming a program that will improve conditions throughout the trade, particularly in production, José Rodríguez Guzmán, secretary general of the Picture Production Workers Union (STPC) announced. Representatives of all branches of the industry are being invited to attend.

STPC expects that the meet will result in greater coordination of effort in the industry.

United Artists Starts Louisiana Building

NEW ORLEANS, May 24—Contracts have been signed by United Artists for the lease of land and construction of its new quarters on Film Row here. The one-story brick building will occupy the entire corner of the two streets and be fully air-conditioned.

The new building will house the U.A. branch office and will serve as Southern district headquarters for George Pabst, manager.

President Films to Handle 3 Imports

Joseph Green, independent film importer and distributor, announced yesterday that he had organized President Films, Inc., of which he is president and that he has three productions ready for release over a period of the next four months.

A French film, one made in Sweden and a third which was originally produced in this country in Yiddish, are due to be released with American language dialogue spoken by the actress Molly Picon.

Profile Skowrises In the American

Under the title of "The Mighty Midgets of the Movies," the June issue of the "American" Magazine presents the career of Skowrise's son, George and the late Charles. The story, by Clarence Woodwood, describes their performances in Greece, through their apprenticeships as bus boys in St. Louis hotels and their springboard up into motion picture exhibition, with brief accounts of their romances.

Magna Prepares for Sale of Securities

WASHINGTON, May 24—Magna Theatre Corporation has filed a registration statement with the Securities and Exchange Commission seeking registration of various outstanding securities.

The statement covered 122,300 shares of outstanding five per cent preferred stock, 6,000 shares of common stock, and warrants for the purchase of 439,800 shares of common, as well as the common shares themselves and outstanding units of "Oklahoma" participation certificates, each entitling the holder to the profits on the unexpired half of 5/12 of Magna's percentage of profits due from the distribution of "Oklahoma."

The statement said these securities are to be offered for sale for the accounts of the present holders, primarily the original theatre circuit, United California Theatres, Inc., Prudential Theatres, Inc., Harry Loeb Co., Harris Upton & Co., Carl M. Loeb, Rhoades & Co. and Brown Brothers Harriman.

Salk to Screen Gems As Sales Director

Robert H. Salk has been named director of sales of Screen Gems, Inc., a subsidiary of Columbia Pictures. He will report to John H. Mitchell, vice-president in charge of sales, and will further develop and integrate all Screen Gems sales operations.

Salk will join Screen Gems Aug. 1. He now is general manager of Station Films, Inc., a subsidiary of the Katz Organization, where he has been an executive since 1953 for a large group of television stations represented by Katz.

Allen Robertson, 59

ATLANTA, May 24—Funeral services for Allen D. Robertson, theatre manager, were held at Spring Hill. Burial was in Emiulston, L. I., N. Y.

He was 59 years old and was associated with Storey Theatres, Inc., as manager of the Peachtree Drive-In.

He had been in the theatre business in Atlanta for the past 15 years.

Mrs. DeBlasis Dies

LANSING, May 24—Mrs. Stanley DeBlasis, father of the now closed Lansing Theatre, died here.

Pathé News Roundup

Warner Pathé News will complete its move from 625 Madison Ave., to new quarters at 33 West 40th Street over the weekend. The new facilities, erected for the Warner Brothers subsidiary, include three complete sound studios and projection rooms.

New Sindinger Study

Albert E. Sindinger, president of Sindinger & Co., Inc., business analysts, and staff members, arrived in Beaumont, Tex., over the weekend to start an entertainment field study of the Beaumont-Port Arthur-Orange market. The study is under the joint sponsorship of Julius Gordon's Jefferson Amusement Co., and the Association of Theatre Screen Advertising Companies.

Schools See Cinerama

A special teachers and pupils matinee performance of "Cinerama Holiday," will be held at the Warner Theatre on Saturday. Admission price will be one dollar for the show, which is being promoted by Jim WEY and the Hop-on-A-Long-Cascade television program on CBS-TV.

Reserve Drive-in Decision

The Stradford (Conn.) Board of Zoning Appeals has reserved decision on a request by James E. Sniffen for a reversal of Stradford Planning Board action, which denied him a waiver for a drive-in theatre on South Market St. The study is under the joint sponsorship of Julius Gordon's Jefferson Amusement Co., and the Association of Theatre Screen Advertising Companies.

Hartford House Dark

The 4,200-seat State Theatre, downtown film-vaudeville situation, has closed. Concluding show was headlined by Ethel Kitti.
LOOK looks at M-G-M’s “LOVE ME OR LEAVE ME” and loves it!

In its issue, out May 31st, LOOK Magazine runs a 2-page spread with beautiful color art on “LOVE ME OR LEAVE ME.” Be sure to display it in your lobby. It will help sell tickets. With permission of LOOK we reprint the following:

"A true story of a singer and a gangster makes a fine film.

‘LOVE ME OR LEAVE ME’ is based on the life of a singer of the 1920s, Ruth Etting. This M-G-M film tells a story of her marriage to a racketeer, Martin (the ‘Gimp’) Snyder, and the real names of both are used. The ‘Gimp’ is shown promoting Ruth’s career by strong-arm tactics. Their relationship is dramatized with such explosive realism that audiences are never sure how the picture will end—a novelty for biographical movies. Under director Charles Vidor, Doris Day and James Cagney give dazzling performances as the mismated pair."

Typical of LOOK’s dramatic photo captions:

"I'll kill you if I ever catch you hanging around her!" The "Gimp" (James Cagney) bursts into the house of a musician friend (Cameron Mitchell), looking for runaway Ruth (Doris Day). All three participants in this show-business tragedy are still living.

And Redbook picks it as “Picture of the Month.” And loves it!

PRESS TIME FLASH!
Coronet Magazine Names It "The Month's Best!"
20th Policy

(Continued from page 1)

four-hour harmonious session in the 20th-Fox home office board room that he and Gehr ing would shortly meet with director and distributor Al Licht- man, who is recovering from an illness on the West Coast, to consider the requests made by the ex-ecutive committee for shutting down of policy would be issued at a later date following the consultation with Lichtman.

Several Problems Discussed

Discussions throughout the after- noon centered about a number of prob- lems confronting the industry. The TOA-Allied committee pointed out the diffculties in running theatres in subsequent runs in large cities, and in very small towns, and the dire need to revivify film production, a statement that these theatres may keep their doors open. Committee member Ben Berger, president of North Central Allied, stated that exhibition is "seeking the abolishment of sales terms 50 per cent and up.

The exhibitor group, which con- sisted of E. D. Martin, Walter Reade, Jr., Alfred Starr and Myron Blank of TOA with distribution Al Licht- man, Ben Berger and Jack Kirsch of Allied, pointed out the need for more pictures, and of a better quality, to prevent first-run theatres from shutting down. The 20th-Fox executives in attend ance at the meeting included Skouras, Gehr ing, W. H. McGee, Daniel Silverstone, Alexander Harrison, Glenn Norris and Rodney Bash.

The board stated that every theatre in the United States have an opportunity to buy all of 20th-Fox product on a fair and equitable basis.

Praised by Skouras

At the conclusion of the meeting, Skouras said: "We were elated that we met with a united group repre- senting the two important exhibition organizations in the United States. We were greatly impressed with the manner in which they presented their problems and in the utmost sincerity devotion to the film industry—a prosperous industry—not only for one group, but for all of its integral parts—exhibition, production and distribution."

Allied, TOA Leaders in Joint Meeting

First joint meeting of Theatre Owners of America and Allied States officials to plan mutual strategy to obtain distribution concessions. Around the conference table at the Sheraton Astor Hotel here at meet- ings which started on Monday and are continuing are shown, in the usual order, seated: Myron Blank, Benjamin Berger, E. D. Martin, Rube Shor, Ben Marcus, Walter Reade Jr. Standing: Alfred Tarr, Jack Kirsch.

IFE Estimates

(Continued from page 1)

may boost the anticipated gross above $1,500,000.

Poe, in meeting with the trade press at the I.F.E. home office, announced that he would still retain partnership with Irving Lesser in Producers Representa- tives, Inc. and Major Televis- ion, Inc., with I.F.E. business taking precedence in his activities.

The newly-named executive v-p of I.F.E. Releasing Corp., said that the contemplated 10 to 15 releases for next year would be hand-tailored for the survival of the company, and also for the company to make a profit in the U. S. market.

No Major Changes

Poe announced that while "no major changes are contemplated for the company in the immediate future," the I.F.E. executives will ask the board of directors in Rome for "more local autonomy here." He explained by say- ing that he would like to see decisions on policy, acquisition of foreign made into the I.F.E. control here instead of having to check with Rome. Poe, however, said that major decisions would still be decided upon by the I.F.E. board in Rome under his set-up, pending approval by the I.F.E. board.

"I.F.E. is a rich source of raw ma- terial, films of quality, for U. S. ex- itors who could augment their screen time with our product." Poe stated.

Wage Law

(Continued from page 1)

consider proposals for expanded cov- erage. Committee chairman Barden (D., N.C.) said proposals to expand coverage would be "a matter for fur- ther study and action later." Both he and Rep. McConnell (R., Pa.), top GOP member of the committee, agreed that action was unlikely this year on the extended coverage.

The administration has added that the minimum be increased to $90 cents and that Congress "seriously studying" extending coverage to interstate circuits and similar groups. A Senate labor subcommittee has held hearings on both matters, and will shortly start executive session work.

No action was taken by the Labor Secretary Mitchell appeared at the White House today to tell the group of CPI con- stitutional leaders, and, according to Rep. Martin (R., Mass.), urged that Congress, "expedite" action on both a higher minimum wage and expanded coverage.

Action Still Possible

The House committee's decision to shelve consideration of expanded cov- erage doesn't completely rule out the possibility of some expanded coverage being voted this year, but it does make it much less likely. The committee could change its mind later and con- sider expanded coverage proposals, the House itself could tack on such an amendment, or the Senate could ap- prove expanded coverage and some compromise might need be set to get a final House-Senate bill. But the chances of House action are slim, in view of today's unannounced committee action, and the House action is also considered likely to stiffen the backs of Senate opponents of expanded coverage and increase their chances of beating down such proposals.

Nizer's 'Esquire' Story

Balaban, president, Balaban & Katz Corp.; Harry Roy Cooper, president, Roy Cooper Theatres; Simon H. Fabian, president, Stanley-Warner Management Corp.; Charles A. P. Felsenstein, general sales manager, Universal Pictures; Emanuel Frisch, president, Metropolitan Motion Picture Association; Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres; Walter Sauter, president, World Distributors; and Col. H. A. Cole, chairman, Allied Theatre Owners of Texas.

**John H. Lindsay**

Erie Johnston Included

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Motion

Levy Attacks
CBS Position
On Pay-to-See

By casting its vote with those who oppose subscription-television, the influential Broadcasting System has declared a distinct issue not only to its own stockholders but to the American public at large. Artirun Levy, president of Skirton Electronics & Television Corp., declared yesterday that charging that toll-TV would "hijack" Americans into paying for the privilege of looking at their own TV sets, Mr. Frank Stanton, the president of CBS, has thrown up the usual smoke-screen designed to obscure the real issues," Levy stated.

Charges 'Desperation' 

"There is something akin to obstinacy—or desperation—in the way the network is putting this to public opinion without coming back to the same foolish assumption that pay-as-you-see TV would automatically give up the 'free' shows now being telecast.

"For one, it is an absurdity to call the network's present practices a violation of the American constitution to-day a 'free' system. The viewer pays for what he gets in one form or another. For another, as Skirton has stated over and over again in discussing its Subscriber-Vision system, it would be foolish to assume that the public could be asked to pay for a show which, up till now, it has been getting for nothing.

Says It 'Must Come About' 

"Subscriber-Vision, which must come and is enforced by the network and the courts here, is an ingenious way of introducing to the public the kind of entertainment with which they are familiar or to which they are in danger of losing.

"Subscription-TV, automatically limited from the start, neither can nor would 'hijack' any programs from 'free' television. On the other hand, it promises to brighten the viewers' TV fare and bring about increased competition on all channels," Levy said.

Halt All U.S. Film Bookings in Denmark

A shutdown of all bookings in Denmark of member companies of the Motion Picture Export Association in protest against film rental scales in effect there was ordered by export managers of the companies at a meeting here yesterday.

The stoppage of bookings is effective immediately. The term is enforced by the Danish exhibitors organization with governmental approval. The American companies protested previously and took the action yesterday on the grounds that they can no longer operate profitably in Denmark.

UJA Award to Albert Warner

Barney Balaban, left, presents a hand-crafted, silver mounted Bible to Major Albert Warner in recognition of the latter's outstanding service to UJA, as Adolph Schimel, industry chairman for UJA, looks on. The presentation took place at the annual luncheon at the Hotel Pierre here yesterday of the Motion Picture and Amusement division of the United Jewish Appeal of Greater New York.

(Continued from page 1)

Warns NARTB

Percy Priest (R., Tenn.) reminded broadcasters that Congress had given them freedom from regulation in these areas and that Congress could also take away the freedom if it were abused.

"It is my belief," Priest said, "that those of you who believe in free broadcasting will have to prove by your deeds that the principles of the charter granted to you should be left intact." Priest cited many complaints about radio and television broadcasting received by Congressmen from constituents. These letters, he said, "reflect a strong under-current of feeling that something may be amiss with our broadcast law." In addition, Priest declared, "I sense a growing feeling among many members of Congress that more regulation of the broadcasting industry is called for in view of the fact that the technical and economic background of broadcasting is very different from that in the law that was when Congress enacted broadcasting legislation in 1927 and 1934.

"If Congress were confronted today anew, Priest went on, "with the problem of writing a broadcast law designed to safeguard the public interest, it is questionable whether you, the today, rather than of any one single individual. It is the community effort of good will here and everywhere where which has carried this campaign to a successful annual conclusion.

"The guest speaker at the luncheon was Avraham Harmon, consul-general of Israel in New York, who discussed Israel's "precautions" position in the Middle East.

"Schimel in his address also noted that Rabbi Bernard Harstein of the Actor's Temple had announced pledges of $2,000 from his congregation.

"The financial objective of the city-wide UJA campaign, it was stated, is to raise New York area's share of the national UJA goal of just under $100,000,000.

Paramount Meet

(Continued from page 1)

of the Canadian organization convening in the King Edward Hotel here, Thursday through Saturday.

George Wellner, head of Paramount Pictures worldwide sales will attend the meeting, coming from the New York home office. Others participating in the session will be Jack Pickman, vice-president in charge of advertising-publicity; Robert J. Rubinstein, home office administrative executive and Oscar Morgan, short subjects and newscast sales manager.

broadcasters, would be successful in persuading the Congress to give you the same decree of freedom that Congress gave you in 1927 and again in 1934.

"Prieb as a current concern of some Congressmen the theatre television is just as praiseworthy which are not shown on home television sets. Many Congressmen are asked, he said, why the Federal Communications Commission or Congress don't do something about it. Constituents write in, he went on, asking if subscription television isn't the answer to this, with the FCC fixing the rates so that the subscription TV boys won't take us for a ride.

Via Resolution
Seek Reversal Of NARTB's Toll TV Stand

WASHINGTON, May 24.—A Denver television broadcaster has started circulating the issues involved in asking the broadcasters to repudiate the National Association of Radio and Television Broadcasters' position on subscription television.

The NARTB has told the Federal Communications Commission that it is opposed to the concept of subscription television which uses channels allocated for free television.

The "Mile High" broadcaster, announced today at the NARTB's 33rd annual convention held here this week, that he already had eight signers to his resolution and has been promised 20 more. He is circulating his resolution at the convention to get opposition to repudiate their validity.

O'Fallon's Denver station, KFEL-TV, is an independent station, without any network affiliation.

Paramount subsidiary, International Telenet, which has developed a subscription television system, has been assisting O'Fallon in publicizing his resolution at the convention.

Says Pay TV Major Issue
Now Facing the FCC

WASHINGTON, May 24.—Subscription television is one of the major issues facing the Federal Communications Commission today," FCC Chairman George M. Callaghan told the National Association of Radio and Television Broadcasters meeting here. The authorization of such a service," McCannan said, "involves a basic change in the system of broadcasting which we have known for 34 years.

Say Anti-Toll TV
Mail Now 9 to 1

WASHINGTON, May 24.—In a complete reversal of form, the public last week was voting 9 to 1 against pay-to-see TV, according to a check of the FCC's mail by the Washington bureau of the Organizations for Free-TV.

The subject came up, in the opinion of several NARTB officials meeting here, because the average man-in-the-street has finally awakened to the seriousness of the situation and has begun writing in to the FCC. Up until recently, the NARTB officials argued, protest letters and cards sent to the FCC were sent as a direct result of an intensive campaign set up by the pay-to-see TV group.
Pre-Selling

M-G-M's advertising campaign on "Love Me Or Leave Me," which opens at the Radio City Music Hall tomorrow, will reach its height in more than a million mailings during the months of May and June, when 22 magazines in which special ads will appear. The last mailing sale at newstands throughout the country. Full page ads will appear in "Life," "Look," "Cue," "Photoplay," "Motion Picture," "Modern Screen," "Movie land," "Movie Stars Parade," "Movie Life," "Screen Stars," "Filmland" and "Silver Screen.

Picture of the Month ads will also appear on the following pages:

"Collier's." 

"Life's." May 23 front cover has an attractive vari-colored picture of Leslie Caron from the dream sequence of the "Daddy Long Legs." Credit is given to both the French star and the 20th Century-Fox picture.

Also in the issue are five pages of full colored photos taken on the production sets of "Daddy Long Legs."

"Woodrow Wrisig, editor of "Woman's Home Companion," says in the June issue, after a visit to Hollywood: "Those of you who follow our "Companion-Approved" movie pages will know that this has been a fine year for the movie business. Big, good quality films will take away from your television sets and into the theaters. Many movie executives say the product in the next year or so will be better than ever. Keep your eyes peeled. We'll be reviewing most of them as well as conferring the best-selling awards from which many of them are made."

"Look's" current issue has a two-page color spread on the "Marty" movie devoted to Walt Disney's "Lady and the Tramp." A reproduction of this page, featured on the back cover of "Look's" magazine, is turned up a portion of the spread. Color photos show how records were made for "Lady and the Tramp."

"Good Housekeeping's." June issue has a very interesting story about a "hobby," namely the making of "American Weekly." The June issue features a cover story on "American Weekly's." May 29 issue will have an editorial page devoted to "U-A's." "Marty," first American production ever to win a Grand Prize at the Cannes International Film Festival. By this publicity break, "Marty" will hit a drub stem in 29 key centers where "American Weekly" is distributed by major Sunday newspapers.

A striking color page ad on "Daddy Long Legs" appears in the June issue of "Seventeen."

WALTER HAAS

Reviews

"Soldier of Fortune" (20th Century-Fox, ColorScope)

TRIGUE, adventure and romance in modern-day Hong Kong, plus rugged leading men Susan Hayward picked against each other, plus give to 20th Century-Fox's ColorScope presentation of Ernest K. Gann's best selling novel, "Soldier of Fortune," an excellent opportunity to attain high grosses. The name of Gable should be a helpful factor in the public's interest and should spread his charm and virility across the screen in a number of exploits. The buddy Adler production is enjoyable and director Edward Dmytryk exploits Gann's suspenseful story, holding the audience spellbound throughout.

The CinemaScope photography captures in color by DeLuxe the flaxen-haired background of the tension-ridden British colony and offers theater patrons an insight into the environment of Hong Kong, interestingly depicting the mode. Gable, Renee and Barry run into a Communist seafarer boat on the return trip, the ruff-ripping and opportunists along the old streets of the inland city. Camera man Leo Tovar, who recorded on film "Three Coins in the Fountain" in Italy, brings the CinemaScope camera to play on the panoramic mountainous landscape and skyline Hong Kong.

Into this environment comes beautifully-clad Miss Hayward who is seeking to locate her husband, magazine photographer Gene Barry, last reported held in Red China for illegal entry and espionage. The British police represented by Michael Rennie, can offer little assistance to the desperate Miss Hayward who finally finds that Gable is the man who can offer help. Gable immediately starts mixing business with pleasure, by making a pass at Miss Hayward at their first meeting, angering the head, how ever, as time progresses and Miss Hayward continues her futile search, Gable helps her out of the desperate situations, and in turn, both fall in love.

Once a plan of action for the rescue of Barry is decided upon, Gable and his henchmen go into the proceedings smoothly and forcefully. He helps Rennie and sails out of Hong Kong for Canton, in Red China, where his men have prepared the way for Barry's escape. After the "business" is transacted, Gable, Renee and Barry run into a Communist seafarer boat on the return trip, and a small battle ensues. All return safely to Hong Kong and as Barry and his wife, Miss Hayward, are about to leave for the United States, the red dressed actress decides that she belongs with Gable, not a man who is always chasing." No ander.

Others in the cast capably supporting the principals are Alex D'Arcy, Tom Tully, Anna Sten, Russell Collins, Leo Gordon, Richard Loo, Soo Young, Frank Tang, Jack Kruschen and Mel Welles. Running time, 96 minutes. General classification. For release in June.

LESTER DINOFF

"Ain't Misbehavin'" (Universal-International)

The name of Rory Calhoun, Piper Laurie and Ronnie Van Doren gives this moderate production billing strength for the juvenile trade, and the names of Jack Carson and Reginald Gardiner combine to promise solid box office returns. Miss Calhoun is given a good chance to group with good memories to that the theme song of the late, great Fats Waller is mighty high worth the price of a theatre ticket all by itself if it's given a reasonably competent production. In their aggregate, these favorable circumstances figure to build a good base for a comedy in the millionaire-chorus girl pattern spaced out with four song numbers spiced up with dancing. The billing is enough bigger than the picture to give it a certain amount of bandyac as entertainment, but that's beside the main point.

The script by Edward Buzzell, who also directed, Philip Ray and Devery Freeman, is a story by Robert Carson that sounds like it's been used for similar purposes at least once before. In it Calhoun portrays an incredibly wealthy San Francisco business woman, who dies, and she does it in just takes steps conditioning herself to the ways of wealth. He doesn't like her so well in her new manner, and they split up temporarily, but get together again after the usual mistakes, wrong conclusions and explanations. Carson as her public relations man and Gardner as a society bachelor provide useful humorous relief.

The production, in color by Technicolor, is by Samuel Marx. Running time, 81 minutes. General classification. Release date not set.

WILLIAM R. WEAVER

In the THEATRE Equipment & Refreshment World

MOTTOGRAPH, INC., Chicago, has announced new equipment for take-out and walk-in theatres which serve trade from the highway in addition to regular patrons. The product is called "Servus-Pots" and consists of food serving stations and an automatic communication system which provides the customers with the opportunity to call the theatre office to order their food orders by speakers. Equipment includes a switchboard of varying capacity, and automatic record changer; two speakers amplifiers, a fidelity music amplifier; and from 20 to 50 serving stations of two-car capacity.

Latest development for the take-out trade is a take-out lamp is a new water-cooled carbon contact assembly. The Strong Electric Corporation, Toledo, is making this lamp for "Servus-Pots" for the lamp and says it is also adaptable to any Strong rotating type carbon arc. "In recent months other advancements have been announced for the lamp, including the addition of a new portable convection fan, and a new positive carbon contact, a removable holder for the heat filter and forced ventilation of the reflector and reflector frame.

The advantage of ozone in air puri fication is described in a new booklet recently issued by Melco Sales, Inc., Minneapolis. It is called "The Promise of Ozone" and employs photos, drawings and charts to illustrate recent research in the uses of ozone, which includes work for the control of mold, bacteria and mildew, in addition to odors. The company manufactures ozone-generating equipment.

Flavo-Rite Foods, Inc., New York, has extended the areas in which its frozen shrimp rolls are to be distributed with drive-in theatres. Larry Blumenthal, sales manager, reports the appointment of Sidney Shapero, a broker in St. Petersburg, Fla., to handle that state and Alabama and Georgia. In addition, Charles E. Darden has been added as sales representative in Pennsylvania and in Canada the product will be handled by Theatre Confections, Ltd.

Ralph H. Zimmerman has been appointed branch sales manager for the Los Angeles branch of the American Seating Co., Grand Rapids, Mich., according to announcement by J. J. Thompson, general sales manager.
Mickey Spillane's latest sizzler is his greatest!
TOPS IN THRILLS!
TOPS IN SUSPENSE!
AND TOPS IN BOXOFFICE!

PARKLANE PICTURES, Inc. Presents
KISS ME DEADLY

starring
RALPH MEEKER
with Albert DEKKER · Paul STEWART · Juano HERNANDEZ
PRODUCED AND DIRECTED BY ROBERT ALDRICH
Screenplay by A. J. BEZZERIDES

thru UA
Allied Concerned

Want Hearings On Circuits'
Expansion Bids

Say Affected Theatres
Should Be Heard by U.S.

The U.S. Attorney General will be requested by Allied States Association to set up machinery insuring affected exhibitors the right to protest and the right to a hearing by the court in all cases involving requests by divorced exhibitors to expand their theatre holdings, it was announced here yesterday by Abram Myers, Allied general counsel.

Myers said that the two-day meeting of the Allied board here called upon him to transmit the organization’s bid to the Department of Justice forwrt.

Myers, conveying the feeling of the board, said that the new acquisitions (Continued on page 6)

WB 6-Mo. Net
$2,081,000

Warner Bros. Pictures, Inc. and subsidiary companies report for the six months ending Feb. 26, a net profit of $2,081,000 after a provision of $2,100,000 for Federal income taxes and after a provision of $250,000 for contingent liabilities.

The net profit for the six months ending Feb. 27, 1954, amounted to $1,618,000 after a provision of $1,700,000 for Federal income taxes and after a provision of $250,000 for contingent liabilities.

The net profit for the six months (Continued on page 7)

April Dividends
Up $1,000,000 Over ’54

From THE DAILY Bureau

WASHINGTON, May 25—Publicly reported cash dividends paid by motion picture industry firms in April amounted to $2,313,000, the Department of Commerce announced today.

This is an increase of a little more than $1,000,000 over the April, 1954, figure of $1,241,000; the increase was due to an April dividend payment of $1,035,000 by Chesapeake Industries, Inc., which had not previously reported dividend payments.

Allied-TOA Joint Committee

TO SEEK PARA, WB MEETS NEXT WEEK

Outcome May Determine Allied’s Proposal
To Solicit Intervention by the Government

By MURRAY HOROWITZ

Meetings with the company presidents of Warner Brothers and Paramount will be sought within the next week by the joint Allied-Theatre Owners of America committee, it was announced here yesterday by Ruben Shor, Allied president.

Shor’s announcement came at a trade press conference held at the conclusion of the two-day session of Allied’s board of directors at the Hotel Waldorf-Astoria. The announcement also marked the first fruits of the strategy jointly sponsored and pursued by the two national exhibitor organizations.

Abram Myers, Allied general counsel, said that the outcome of the (Continued on page 6)

Aid Poll, Shor Urges Allied

Ruben Shor, president of the Allied States Association, in a statement written for a brochure being prepared by Council of Motion Picture Organizations as an outline of plans for the audience Award this week, urges every Allied exhibitor to participate and give the undertaking his full cooperation.

“National Allied,” Shor said, “has (Continued on page 6)

Nemec to Standards
Meet in Stockholm

Boyce Nemec, executive secretary of the Society of Motion Picture and Television Engineers, will leave New York on Monday to serve as secretary of the second meeting of Technical Committee 8 on Cinematography of the International Standardization Organization being held in Stockholm from June 11 to 16.

The purpose of this meeting is to (Continued on page 10)
**Personal Mention**

SAM PINANSKY, president of American Theatre Corp. and of Exhibitors Film Finance Group, is in New York from Boston.

ALBERT A. LIST, chairman of the board of RKO Theatres, will leave New York with Mrs. List next Wednesday for Europe aboard the "Queen Elizabeth," rather than yesterday, as reported here in error.

ALFRED STARE, chairman of the executive committee of the Theatre Owners of America, has returned to Nashville from New York.

JOAN CRAWFORD and her husband, ALFRED STEEL, will sail from here for Europe today aboard the "United States."

MOTION PICTURE DAILY...

**Drive-in and Park**

**Purchased by Shea**

The Pine Island recreation area in Manchester, N. H., has been sold to the Manchester Theatres interests for a price reported to be in the neighborhood of $200,000, it was announced yesterday.

GERALD J. SHEA, president of the firm which operates the downtown Manchester House, said at the same time that the new enterprise would be under the management of Harry Galper, former manager of the company's Manchester theatres. Included in the purchase are the Pine Island Drive-in, the amusement park and picnic areas.

Shea disclosed that plans are being drawn up for a complete remodelling program at the park, which will consist of one of the modern drive-in theatres in New England. Other changes and innovations are designed to make the famous local landmark one of the most attractive recreation areas of the kind in that part of the country, he said. The matter of service to the community was a controlling factor in the planning of the property, the feeling being that the amusement park supplemented the drive-in theatre operation in that respect, Shea said.

**N. Y. 'Foy' Premiere For Palsy Fund**

A Broadway premiere of Paramount's "The Seven Little Foy's," starring Bob Hope as Eddie Foy, Sr., will be held here next week, and a portion of the proceeds will be donated to the Cerebral Palsy at the Criterion Theatre. The film will be the next attraction of the management, and it will follow "The Far Horizons."

HOPE, who is national chairman of United Cerebral Palsy, has been invited to come to New York for the show. He has been an active supporter of the Cerebral Palsy fund drive throughout the country.

MRS. HENRY MENDLOWITZ

PITTSBURGH, May 25.—Mrs. Henry Mendlowitz, mother of Leonard Mendlowitz, Pittsburgh Sun-Telegraph movie critic, died in her home at McKeesport, Pa., on May 21 following a stroke. Also surviving are her husband, Henry; a daughter, Ethel, and a sister, Mrs. Morris.

**Set Martin-Lewis Event**

Dean Martin and Jerry Lewis will be honored at a three-day press conference in connection with Paramount's picture, "You're Never Too Young," to be held at Brown's Hotel here June 13-15.

**News Roundup**

**Raze Poli Mansion**

A demolition crew has started razing the former Sylvester Z. Poli mansion in New Haven. The building was acquired by the company last week.

**Probe 'Jungle'**

Admission of juveniles to showings of "Blackboard Jungle" in Seattle contrary to recommendations of the Board of Theatre Supervisors, will be investigated this week. The board will request the appearance of executives of John Hamrick Theatres, Inc., and representatives of the theatre board.

**Open Ohio Drive-in**

In-Town Auto Theatre, owned by the Mainview Corp., Chicago, has been opened in Whitehall near Columbus. The largest of the 13 Central Ohio drive-ins it has a 1,000-car capacity and a screen 110 by 60 feet. In-car advertising is handled by the Ohio Federation. Jerry Shinlack is president of the corporation and Lou Holleb is local manager.

**Summertime to Venice**

The world premiere of "Summertime" starring Katharine Hepburn and Rosanno Brazzi, will be held on Sunday night in Venice, Italy, where the United Artists release was filmed in entirety.

Celebrities and correspondents from all over the world will be present at the premiere.

In the United States, the benefit premiere of "Summertime" will take place at the National Theatre in New York on June 21, the first day of summer, with proceeds of the performance going to ANTA's "Salute to France."

**Call Ad-Publicity Poll Meet for June 1**

HOLLYWOOD, May 25.—Studio publicity and advertising department heads will meet with Elmer C. Rhodes, president of National Theatres, chairman of the COMPO audit committee, on June 1 to decide nomination plans for the national poll.

The national audience awards poll, conducted for the Component Artists and Theatres Circuits, has been selected by the board of trustees of the St. Sophia Greek Orthodox Cathedral here, it was announced today.
Johnston Due Here From Coast Tomorrow

Eric Johnston, president of the Motion Picture Association of America, is scheduled to return to his Washington office from Hollywood today and is expected in New York tomorrow. Johnston probably will report to members of the MPAA board of directors while here on his visit to the production community.

While in Hollywood Johnston discussed with the Association of Motion Picture Producers recent criticism of Production Code enforcement and interpretation by the National Legion of Decency and some censorship sources. In a press interview there he gave the Code and its administration a verbal put on the back.

People

Charles W. Brown, London, Ont., has been elected chairman of the Canadian Federation of Film Societies. Others elected are: treasurer, H. R. Brown, Edmonton; vice-chairman, Samuel Perin, Toronto; evaluation officer, Betty Zimmerman, Ottawa; information officer, Roy Loew, Toronto, and special projects officer, Jean Beaussais, Quebec City. Executive members include Ted Hall, Toronto, and Dick Small, Sarnia.

Leonard Mishkind and Sam P. Gorrel, heads of General Theatres circuit, have taken over the Olympic building in Cleveland, including the 1,750-seat Olympia Theatre from L. C. Ghab. Other theatres in their chain are the Detroit, Southern, Garden and Sun in Cleveland and the Orr in Orrville.

Tom Lucas has sold his Brockway Theatre at Kings Beach, Calif., to Verne Shattuck and Jack Neu-gebauer.

Sam Gefen, formerly associated with the National Screen Service sales staff in Buffalo, has joined the Warner Brothers branch there.

Edward Hayes, formerly with Reart Pictures in Atlanta, is now a sales representative for United Artists' Atlanta exchange.

Norris Hadaway, manager of the Alabama Theatre, Birmingham, has been elected president of the Birmingham Advertising Club.

Sam George, formerly manager of the Paramount Theatre in Atlanta, now is with Bailey Theatres' home office.

Fellows Clarifies Position

NARTB Opposes the Use of Free Channels for Toll TV

WASHINGTON, May 28—Harold E. Fellows, president of the National Association of Broadcasters, today rescinded his organization's opposition to pending subscription television proposals.

In his keynote address to the NARTB annual convention, Fellows said he would make it clear that the NARTB was not discounting the use of toll TV issue nor was it opposed to all possible forms of toll TV.

"The association has not said it is against subscription television," he declared. "The association has said it is opposed to any form of subscription television which, through the use of channels allocated for free television, will jeopardize the right of the public to receive a full, free service." As president of the Federal Communications Commission for authorization of toll TV envisage use of the channels now allocated for free television.

Fellows also declared that the im-

List VV, Product In Para. Brochure

Exhibitors, newspaper editors, film critics and radio and television commentators throughout the country soon will receive in the mail from Paramount copies of a multicored 22-page brochure which calls attention to Paramount's product Rainbow Vision.

The brochure is entitled, "Paramount Presents Around the World. . . A New World of Entertainment in VistaVision." Two pages are devoted to the critical acclaim that has been given to VistaVision. Twenty-four completed and currently filming productions are analyzed and illustrated in this publication that underscoring Paramount's product position. Special attention is given to Cecil B. DeMille's "The Ten Commandments," and the producer himself included in the brochure a factual report on the progress made in filming this picture.

Itch' Added to Fox June Release List

"The Seven Year Itch" in Cinemascope, 20th Century-Fox release starring Marilyn Monroe and Tom Ewell, has been added to the company's national release schedule for June, bringing to three the number of attractions the company will offer next month.

"Lust in the Dust," a Union Group K. E. Productions' presentation directed by Billy Wilder, the film will open June 21 at the State Theatre, New York. Following its Gotham premiere, the film will bow in key centers of the United States.

The other CinemaScope releases from 20th Century-Fox in June are "Soldier of Fortune" and "The Magnificent Mather."
For JULY 4th, WARNER's mightiest screen project in motion picture LAND OF THE CINEMASCOPÉ

STARRING
JACK HAWKINS • JOAN COLLINS • DEWEY MARTIN • ALEXIS MINOTIS
Ros. take pride in presenting the

cine
tory

istory, HOWARD HAWKS'

PHARAOHS

WARNERCOLOR • Stereophonic Sound

FILMED IN EGYPT WITH
A CAST OF THOUSANDS—
BY THE LARGEST LOCATION
CREW EVER SENT ABROAD
FROM HOLLYWOOD!

WRITTEN BY WILLIAM FAULKNER • HARRY KURNITZ • HAROLD JACK BLOOM • A CONTINENTAL COMPANY LTD. PROD.
PRODUCED AND DIRECTED BY HOWARD HAWKS • PRESENTED BY WARNER BROS.
Shor Urges

(Continued from page 1)

been a consistent supporter of the national Audience Awards plan since it was first proposed a year ago. I am, therefore, happy to learn that final arrangements have been made to conduct the poll from Nov. 17 to 27 inclusive, under the national chairmanship of Elmer C. Rhoden. I urge every Allied exhibitor to participate and give this undertaking its full cooperation.

In asking the public to make its own selection of the best picture of the year, the best performances by male and female stars and the most promising young male and female personalities, we are accepting the verdict of the people who pay admission to our box office and provide us with our livelihood. This is in keeping with the tradition of democracy at work.

Allied Backs COMPO Audience Poll

Allied States Association endorses the Audience Awards poll to be sponsored by the Council of Motion Picture Organizations. As in the past, Allied general counsel, reported here yesterday.

He explained that Allied's executive committee has endorsed the planned COMPO poll and top Allied members are participating on the Allied Awards committee. As a matter of fact, last week Wilbur Snapper, a member of COMPO's governing triumvirate, rendered a report on COMPO activities to the Allied board at its meeting here, Myers added.

Seek Joint Conferences

(Continued from page 1)

projected meetings with Paramount and Warner Brothers will be studied by the board for possible reconsideration or advancement of Allied's plan to go to the government for a redress of its long-standing and trade grievance.

Myers, who sits at Shor's side at the press conference, said that the decision on the "going-to-the-government" move will be rendered within 10 days or thereabouts after the projected Paramount and Warner Brothers meetings.

Similar to Fox Conclave

Shor, in response to a question, said that the projected Paramount Warner Brothers meetings will be similar in character to the joint exhibition committee session with 20th Century-Fox on Tuesday. The Allied president declined to state at this time whether he was satisfied with the 20th-Fox meet, explaining that such a statement should not come from him as an individual but from the joint committee.

The Associated Press (AP) reported that the Allied Emergency Defense Committee which listed those two companies at the top of the list of "undesirable companies".

Wants Presidents' Assent

Allied president Shor, opening his remarks on this topic, said the meetings would be held if possible, implying that the company presidents of Paramount and Warner Brothers have not been approached, as yet. In response to a question on whether the joint committee would meet with executive personnel other than the presidents, Shor said the committee would prefer to meet with the company presidents.

Have Been Suggested

The projected meetings with company presidents on an individual basis came about as a result of the decision made at the LOCO conference yesterday. In their rejections, made on the advice of legal counsel, many of the companies proposed counter-proposed meetings with executives of an individual company basis.

Shor preceded his remarks by ex- plaining that the Allied has authorized the Allied contingent, of which he is a member, to the joint exhibition committee to set up meetings within the next week with Paramount and Warner Brothers.

Myers said: if these meetings are not held, or if not productive of satisfactory results, then the board has directed the general counsel of Allied "to proceed," get the wheels in motion. Both Myers and Shor were firm in stating that Allied remains committed to seeking legislation. It was explained, however, that the Federal regulation committee which can determine whether to reconsider.

As Myers put it in response to a question, there can be some "prospects before stating a claim."

Shor, asked if TOA would go along with Allied in seeking government regulation, responded that he could not speak for TOA. In response to another question, Shor said he was 100 per cent with the Paramount and Warner Brothers are successful, conferences with other company presidents will be sought.

'Nothing Permanent'

Questioned as to the permanency of the joint Allied-TOA committee, Shor said that there is "nothing permanent" about the group, explaining that it has a limited function of seeking and conducting meetings with the individual companies.

Questioned as to whether national Allied in its two-day board meeting had adopted a policy of "non-cooperation" with any of the film companies, Shor replied in the negative. He explained that the situation is in a "state of negotiations" now and such a policy has not been adopted.

Rocks Mt. Service

Sparks Disney Meet

An Allied group will confer with Buena Vista officials here today on a lack of service complaints made by the Rochet Theatre in the area, it was announced here yesterday by Abram Myers, Allied general counsel.

It was stated that the Allied Rocky Mountain unit complained of not being serviced by the Hearst, the exhibition agency for Walt Disney Productions. The Allied con- fession that the company will consist of Wilbur Snapper and Irving Doolinger.

"These matters are now hand- led in secrecy by the Depart- ment of Justice," Myers charged, and evidently are presented to the court in chambers so that the exhibitors know nothing about the acquisition until it's announced.

The board also passed a resolution protesting against the use of government per- sonnel and equipment in feature mo- tion pictures offered to the theaters at such excessive terms as to materially reduce the number of the theaters which can afford to show them.

Myers explained that the board's action was to state that the "excessive terms" mitigate against the favorable publicity which the government agencies, such as the Armed Forces, because of the "evident possible circulation" of the films is not otherwise.

Will Contact Federal Agencies

All government agencies and officials which may have an interest in this practice will be contacted, Myers stated, adding their cooperation will be sought so that the films in question will get "the maximum circulation."

Truman Kembusch, co-chairman of the joint committee against toll TV, who was present at the press confer- rence for a short period, was asked to comment on the TV campaign. He said a "lot of progress" has been made, but there is still a "long job ahead."

About the status of the operation of the campaign, he described it as "all right."

Japan Royal Family

Sees 'Star Is Born'

TOKYO, May 25.—The royal Japanese family will attend a public theatre for the first time in history when they appear tomorrow night at the charity premiere of Warner Bros.' "A Star Is Born" at Tokyo's Takarazuka Theatre.


NOW BOOKING!

The Biggest Boxoffice Event of the Year!

For Distributors as well as Exhibitors

The Fourth Annual

Film Industry Golf Tournament and Funfest

Sponsored by

CINEMA LODGE, B'NAI B'RITH
Vernon Hills Country Club, Tuckahoe, New York

THURSDAY, JUNE 9th

Open to all industryites and their friends

USE THIS COUPON TO ENTER THE TOURNAMENT

MARTIN LEVINE
Cinema Lodge, B'nai B'rith
229 West 42nd Street
New York 36, N. Y.

Please enter me in the Film Industry Golf Tournament to be held on Thursday, June 9, 1955 at the Vernon Hills Country Club at Tuckahoe, New York. Enclosed is my check for:

☐ $20 (Golf, Lunch and Dinner); ☐ $15 (Lunch and Dinner only);
☐ $10 (Dinner Only).

ADDRESS

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LAST THREE SCORES: ☐ ☐ ☐ CLUB HANDICAP: ☐ CLUB:

If you are a part of a foursome, please list the other names on this Entry Blank.
Arbitration

(Continued from page 1)

The distributors representatives also commented that under the conciliation provisions of the proposed arbitration plan exhibitors may bring film rentals issues to the arbitrator, who may appeal their case to higher arbitration distribution heads.

Refusing to indicate that the indicated TOA reversal meant the abandonment of further arbitration negotiations, one exhibitor commented a guess that the film rentals issue may have been raised as a bargaining point for other concessions which stand a better chance of being included in an arbitration plan.

No formal meeting of distribution-exhibition arbitration negotiators on the calendar now but one could be set at any time and on short notice. The opinion was advanced that some companies or individual distribution executives might be willing to discuss inclusion of film rentals in arbitration but that the issue was so far out of line as to be considered meaningless as an industry arbitration plan was concerned so long as some companies refused to be involved.

Lichtman Action Praised

It was recalled that Al Lichtman, head of distribution of 20th Century-Fox, recently suggested that film rentals up to $50 billion a year might be offered for arbitration. His action was considered to have been a "step in the right direction."

Allied States administration of the industry arbitration negotiations several years ago principally because of distribution's refusal to include film rentals as a matter for arbitration. In recent months, TOA more and more has been following the "Allied line," trade observers note.

WB 6-Month Net

(Continued from page 1)

$500,000 Budget for 'Boy and Bull'

HOLLYWOOD, May 25.—King Brothers have raised the national adver-tising and exploitation budget on "The Boy and the Bull," their $2,500,000 project for distribution, to $500,000, released by RKO in August. The increased budget will be used for trade papers and special TV promotional efforts.

"The Seven Little Foys"

(Continued from page 1)

many more among his able associates—George Tobias as his booking agent. Angela Clarke as his sister-in-law, Milly Vitale as his Italian wife, and all seven junior Foys. This wide distribution gives Foy better background against which to build up his character than he's had in years, and he gives what may be his all-time best performance.

Shavelson and Rose do not rely on nostalgia or other ready-made props in presenting their version of Foy's life and times. Neither do they utilize the Foy formula, although Charley Foy, whose off-screen voice is heard frequently in narrative commentary that is richly humorous in its own right, lends touch of Ernie for Irish ears. Neither does their picture depend solely upon dogmatic accuracy for general appreciation, although Foy's songs include such unforgettables as Bert Williams' "Nobody" and such standards as "Chinatown," "Smiles," "Mary Is A Grand Old Name" and "Yankee Doodle Boy." On the contrary, their picture is so completely contained within itself, and without a single overtness to try to be as that today's youngsters never have heard of Eddie Foy to queue up before 1955 box offices as if the were George Gobel.

The Foy-Cagney sequence referred to above is performed in the Friars Club with Cagney, as Cohan, before the theater and forthwith into Colman and Foy dance routines that everybody has always believed nobody but Cohan and Foy could handle correctly. Neighborhood theaters and in communities where tickets are always sold for the cash coomers who'll buy tickets to see them.


WILLIAM R. WEAWS

TENT TALK

Variety Club News

BOSTON.—Robert J. O'Donnell, general manager of Interstate Circuit, Texas, will be toastmaster at the banquet in the Imperial Ballroom of the Hotel Stater here on June 20, when Dr. Sidney Porter will present the Great Heart Award to Rudolph F. King, Massachusetts Registrar of Motor Vehicles and treasurer of the Children's Cancer Research Foundation.

SEATTLE—Theatre men in Seattle, led by Glen Haviland, have met to organize a Variety Club tent. Some 100 theatre owners and executives have signified their intention of joining.

ALBANY, N. Y.—The annual Variety Club golf tournament will be held on June 6 at the Shaker Ridge Country Club in Cohoes. The tournament will be followed by a banquet, at which the prizes will be awarded. Committee of arrangements consists of Jack Trerr, Nate Winger and Ardon Winger.

MILWAUKEE—Wisconsin Variety Club, Tent No. 34, held a luncheon in their club rooms this week.

BOSTON—Judge John Pappas, president of the Suffolk Downs Racing Association, has set aside and invited the members of the Variety Club of New England to his guest on Thursday afternoon, June 2, at the Paddock Club, East Boston. In a similar social by a later date, Judge Pappas again will host at a cocktail party and luncheon, and each guest will receive a free double ticket.

Mexico Planning

More U.S. Exchanges

MEXICO CITY, May 25—Establishment of more exchanges for Mexican pictures is planned for the U.S. by Cinex, the semi-official company that controls distribution of Mexican films abroad, according to Mario Highland, the Cinex assistant manager, he left for Los Angeles, which will be his base for the supervision of Mexican picture exhibition along the American Pacific coast.

Cinex counts upon more exchanges to increase revenues of Mexican producers by widening exhibition of their pictures, Highland said. Cinex pictures now earn more than $2,000,000 yearly from exhibition in 550 theatres statewide; he said. Their distribution is controlled by exchanges in New York City, Chicago, San Antonio and Los Angeles, he said.
Now audiences sit entranced ...sirens of the sea all around

They're there with their stars—within touching distance—almost! That's the thrill big-screen shows give as nothing else in the entertainment-world ever has! Part of it comes from size, of course; much of it is illusion; all of it is the result of new technics in production, processing and projection...technics which the Eastman Technical Service for Motion Picture Film is proud to have helped develop. Branches at strategic centers. Inquiries invited.

Address: Motion Picture Film Department

EASTMAN KODAK COMPANY

Rochester 4, N.Y.

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

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California
961 Firms Serve TV Film Industry

Size of the film industry serving television is indicated in the fact that 961 TV film companies are detailed in the latest "Who's Who and What's Where At TV Film Producers and Distributors," published by the Broadcast Information Bureau.

Sixteen firms, however, who have edited the mass of statistical material, points out that 122 of the firms are interested enough to require two pages in the compilation, and that 360 firms which publish, distribute, or own their material themselves practically 100 per cent to filming commercials, are included.

Stockholm

(Continued from page 1)

establish international standards to aid in the continued interchangeability of film motion pictures from the United States to other countries, such as Sweden, the United Kingdom, and the United States are expected to attend.

The United States delegation, headed by Dr. Deane R. White of du Pont, will offer eight American standards and proposed standards on cinematography as possible items for the meeting's agenda. These include dimensions for 35mm motion picture film, dimensions for 16mm motion picture film, dimensions for 8mm motion picture film, positive or negative raw stock, dimensions for 8mm motion picture film, dimensions for 35mm motion picture film, dimensions for 16mm motion picture film, magnetic coating, 16mm magnetic photographic sound track, 16mm tape-track magnetic sound for 35mm film.

In addition to attending the meetings, the delegation will visit motion picture studios and equipment manufacturers in England, Holland, Germany, Switzerland, and France. They will return to New York on July 5.

New Pact for TV Film Script Writers

HOLLYWOOD, May 25—The four major studios engaged in televi-
sion film production, Columbia, Republic, 20th Century-Fox and Warner Brothers, have signed a two-year contract, retroactive to Jan. 1, 1953, with television writers employed on films produced for free TV, it was announced by the Writers Guild West.

The minimum salary for TV film writers, which was ratified by the Guild, run from $100 for 15 minute re-taped episodes to $125 for one-hour-long story and teleplay.

The contract provides for additional payments based on production credits, and also provides for additional payments if a film is released on TV more than two times as covered in the basic minimums. No television rights to a story remain with the writer, unless the producer purchases it through a paid negotiator provided by the Writers Guild West.

MUSIC in the tense Thirties and Fabulous Forties, unlike today which finds individual singers charting the trends, was easily the most dominant factor in radio, and top-ranking orchestras were sought after by agencies. Amerap-Glens Enterprise has CBS set up a program "America's Greatest Bands" to summer replace "The Jackie Gleason Show," starting Saturday, June 25. With Paul Whiteman, permanent ence, some of the featured music makers include Sauter-Finegan, Ted Weems, Rudy Vallee, Les Brown, Charlie Spivak, Phil Spitalny, Bob Crosby, Hugo Winterhalter, Percy Faith. Tony Pastor, Les Edgart, Count Basie, Tex Beneke, Ralph Flanagan and Xavier Cugat. Ernie Zacher, former drum beater for Decca, Coral and MGM records, has opened his own orchestra, its success being answered by the first race recently at the Garden State Race Track in Camden, he arranged to have the event filmed. The two-year-old equine galloped to an easy victory and paid 18.8-90.60.60.60. Du Mont's TV 186 hours of on-the-spot coverage of the Army-McCarthy Senate hearings, "in the field of public service in television journalism" by Signa Delta Chi at the fraternity's banquet last week at the Waldorf-Astoria Hotel here.

Latest TV日趋jon to the songwriting fraternity (which includes Jackie Gleason, Milton Berle, Mickey Rooney, Donald O'Connor and many others) is Sid Caesar, so-called "Was That You?" has just been released on the Victor label, sung by Tony Aloano with Joe Reisman's ork. Tony, a graduate of Major Records, is headed for big things. .. Bill Coleman profiles late Betty Madigan in next month's issue of "American Weekly," tabbing her "The outstanding new songstress of the year." .. Robert Montgomery's presentation, "The Drifter," proved a thriller. A different kind of "western," the performances turned in by Zachary Scott and Sally Gracie, as the "two unwitting partners of a stage-coach company," were tops. .. Nick Matsukas, publicity & exploitation director for Magna Theatre Corp., may take a well-deserved bow for a masterful piece of timely flackery. Four national magazines, namely, "Good Housekeeping," "Cosmopolitan," "American Magazine" and "Compact," each will carry feature articles on the forthcoming Rodgers & Hammerstein Todd-AO production, "Oklaho-"ma," co-starring Gordon MacRae as "Curly" and Shirley Jones as "Laurey."... Four years or so ago, this scribbler had occasion to make a tour of the mid-South and while in Charlotte, N. C., was bitten by the "WBT-TV" virus and Joe Green, Soon after, when Joe visited New York, we arranged for him to meet Ralph Weil who immediately signed him to a WOR contract. A few short months and Joe was recalled by the Army (he served as a captain, so service accepts in World War II) serving for three years in Germany. Green is now back in New York and radio and TV execs should grab this talented, experienced and young artist.

Sid Caesar

Joe Given

CBS in Newsfilm Deal With UK TV

CBS Newsfilm has been named supplier of filmed news coverage of North and South America and the Far East, independent television News, Ltd., of England, it was announced jointly by Aidan Crawley, editorial director, and Sig Mickelson, vice-president in charge of news and public affairs.

ITN, is the news programming company set up by the contractor responsible for England's new commercial television. The announcement adds Great Britain to the list of Newsfilm customers which now includes television stations in Japan, Italy, Sweden, Denmark, U. S., Puerto Rico, Venezuela, Alaska and Hawaii.

MMPTA to Host D.C. Secretaries

Metropolitan Motion Picture Theatre Association will entertain the Congressional Secretaries Club during its visit to New York on June 3, 4 and 5.

The Capitol, Paramount, Radio City Music Hall and Ziegfeld theatres will play host to the 160 members of the club making the trip.

W. MacPherson, head of the Congressional delegation, has received an invitation from the Council of Motion Picture Organizations to make the COMPO offices home to the group's headquarters during its visit.

3,800-Mile Radio Relay for Canada

By M. L. SCHWARTZ

OTTAWA, May 25.—Canada is to have a microwave-radio-relay system across the continent and the 3,800-mile "skyway" for TV, longest in the world, will be built by the Trans-Canada Air Lines, which is making a $1,000,000 capital investment and is expected to be up and running in the near future.

The new line will take the place of the existing radio-relay system, which has been used for some years in Canada and the United States.

The new line will be used for the transmission of television pictures and will be able to carry many more programs simultaneously than the existing system.

The new line will also be able to carry a greater amount of information in a shorter time, and will be able to carry pictures of higher quality.

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The new line will also be able to carry a greater amount of information in a shorter time, and will be able to carry pictures of higher quality.
In July
we'll teach you

"How to Be
Very, Very
Popular"

from the producer of "How to Marry a Millionaire"! **

in CINEMASCOPE

* Keep your eye on Sheree North! Wow!

20th Century-Fox presents BETTY GRABLE • SHEREE NORTH • BOB CUMMINGS • CHARLES COBURN • TOMMY NOONAN in HOW TO BE VERY, VERY POPULAR • with Orson Bean • Fred Clark • Produced, Directed and Screen Play by NUNNALLY JOHNSON ** • Color by DELUXE
Allied-TOA Joint Committee to Press
For Para., WB Meetings Here Next Week
Efforts to effect a meeting with Paramount and Warner Brothers will
start here next week as key members of the joint Allied-TOA com-
mitee, the group seeking the meeting “at the summit,” left New
York yesterday for their respective headquarters.
A Paramount official, questioned on Paramount’s reaction to the
joint exhibition committee announcement, said that Paramount, as
of yesterday, had not been approached. Warner Brothers executives
could not be reached for comment.
The joint committee, acting on the counter-proposals of a number
of company presidents, will now seek conferences on an individual
company basis. The counter-proposals were made when the com-
panies, acting on advice of counsel, rejected the proposed industry
round-table conference.
Allied States Association president Rube Shor announced the com-
mitee’s determination to seek a meeting with the presidents of Par-
mount and Warner Brothers within a week.
E. D. Martin, president of TOA and a member of the joint com-
mittee, left here yesterday for Columbus, Ga., and Myron Blank, of
TOA and the committee, departed for Des Moines.

Pinanski Reports Progress
EFFG to Start Production
Parleys by Late Summer
By LESTER DINOFF
By late summer or early fall, the Exhibitors Film Financial Group
will be ready to sit down with “people who know how to make films”
to begin its primary objective of motivating more product into the
market, Sam Pinanski, president of American Theatres Corp. of Bos-
ton, said here yesterday.
Pinanski, who is president of the Theatre Owners of America - spon-
sored EFFG and also honorary chairman of the board of the na-
tional exhibitor organization, stated in an inter-
view.

New SDG Theatre
To Have Adjustable
All Media Screen
(Continued on page 7)

Sam Pinanski

Tax Provision Repeal
Bill Passes Senate

From THE DAILY Forum
WASHINGTON, May 26 — The Senate passed a bill to repeal retro-
actively two important provisions in last year’s tax revision law.
The provisions dealt with prepaid income and expense reserves. The
Treasury asked for repeal, claiming they would give business greater tax
advantages than originally believed.
The House has already passed the bill. The Senate version differs in one

95 to 10 Vote
Ohio House
Passes New
Censor Bill

Measure to Senate Next;
Committee Hearing Seen
Special to THE DAILY
COLUMBUS, O., May 26 — The
House, by the overwhelming margin
of 95 to 10, today passed the new
state censorship bill. The measure will now go to the
Senate where it will be referred to the Education Committee some time
next week. The committee is ex-
pected to hold hearings on the bill
on a vote, but its schedule is
known to be crowded and delay
action on the measure would not be
surprising.
State Senator Charles A.
Mosher is chairman of the Ed-
ucation Committee and is one

Disney 6-Mos.
Net $430,048

From THE DAILY Forum
LOS ANGELES, May 26 — Gross
income of Walt Disney Productions
and domestic subsidiaries for the six
months ended April 2, first half of
the current fiscal year, totaled $9,876,
175, an increase of $5,544,348 over the
$4,331,297 reported for the corre-
sponding period a year ago, presi-

cident.

Court of Appeals
Upholds 5% Tax

Special to THE DAILY
ALBANY, N.Y., May 26 — The Court of Appeals today
unanimously upheld the legality of the New York City five per
cent tax on theatre admissions, and collection of “breakage.”
The decision, expected by the N. Y. City trade, is largely
academic. The last session of the legislature enacted changes in
the enabling law which legalized
some of the main points on
which the exhibitors had based
their suit to void the law, or
collection of the tax “breakage.”
Motion Picture Organization's promising the cooperation of Para-
Goldenson, president of American

Pinanski for One Exhbitor Group

Exhibitors have just as much responsibility in the distribution of pictures, as is herewith employee of a company according to Sam Pinanski, president of American

Columbia University plans a Parannah of sorts on Morningside Heights where all the arts will be at home in the rarefied air of culture's capital—Gotham. Admitted to the select circle, it was made known this week, are the communication arts, those very same motion pictures, television and radio that the loftier humani-
ties have been wont always to jeer, but seldom to cheer.

We of the motion picture industry will be asked for cooperation of varied kinds in the estab-
lishment and administration of the new school of communication arts.

It would seem to be a proper time, as Jack L. Warner suggested recently, for another branch of Columbia University to return to competition to attract, at long last, the motion picture to recognition in the field of the Pulitzer prizes, in the company of such lofty arts as newspapers, newspapers and art
tage stages.

Landon Named V-P Of Olmsted Studios

Harry F. Landon has been named vice-president and general manager of Olmsted Studios here, service recording or-

Landon, who recently spent five years as an executive in the service recording field, will be in charge of all work associated with promotion activities for the Olmsted firm.

No Paper Monday

MOTION PICTURE DAILY will not be published Monday, May 30, which is Memorial Day, a

Editorial

(Continued from page 1)

action of modern times, then, the caution and the skeptical should be content with the comment that made recently by exhibitor leaders in connection with A1 Lichtman's proposal that disputes involving film rentals up to $50 perhaps should be made arbitrable.

That, said the exhibitor leaders, is a step in the right direction.

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NEW YORK THEATRES

RADIO CITY MUSIC HALL

“LOVE ME OR LEAVE ME”

in CINEMASCOPE and Technicolor

DORIS DAY & JAMES CAGNEY

as M-G-M Picture

and Preliminary Stage Presentation
CBS Will Finance TV Tastes Study, Says Dr. Stanton

From THE DAILY BUREAU
WASHINGTON, May 26.—In a talk before the television members of the National Association of Radios and Television Broadcasters here today, Dr. Frank Stanton, president of Columbia Broadcasting Systems, said CBS would undertake the cost of a nationwide study of what the public wants and expects of television.

CBS would form the committee “to be composed of distinguished members of the public representing the arts, religion, labor, industry, criticism, social and political scientists and television critics.” After the committee has been formed the CBS connection with it would cease and it would be the committee’s responsibility to “determine the areas and methods it chooses for major investigation.”

Urges ‘Closer Inspection’

During his talk on “The Role of Television in Our Society,” Dr. Stanton said: “The policy of ‘giving the public more of what it likes’ is not any good enough because it no longer goes far enough. Television could scarcely have gotten by giving people what they didn’t like—but the day for closer inspection of the relationship between what it produces and just what the public is, in my opinion, at hand.”

Twin Cities ‘Sinbad’ Shifted to Drive-in

MINNEAPOLIS, May 26.—The RKO-Howard Hughes ‘Son of Sinbad,’ given a “C” rating by the Legion of Decency, will have its upper-midwest premiere at the June 4 opening of Aved’s new 1,400-car Lucky-Twin Drive-in Theatre south of Minneapols.

Fay Dressell, RKO’s Minneapolis branch manager, said that granted Aved’s “exclusive” first run for an indefinite period at the Lucky-Twin after the picture was cancel-looded out of its bookings in RKO Orpheum theatres in Minneapolis and St. Paul. Dressell said that he had other “exclusive” bookings for “Son of Sinbad” but declined to give the names or playdates.

RKO is backing up the “Sinbad” date with a heavy posting of 24 sheets in the Twin Cities and it was understood that there will be a television campaign next week.

This is the second time that Aved and RKO have gotten together on a first-run film. A while ago Aved bought “French Line” for the 100-Twin drive-in with which he was then associated after it was cancelled because of an imminent first run because of L. D. of Production Code Authority troubles.

Publicists to Honor Smith at His Home

HOLLYWOOD, May 26.—The illness which caused the Publicists Guild to cancel its Tom Tom Luncheon, at which Pete Smith was to be honored, is not critical, his physician explained, although he is still in hospital.

Guild officers will present the Tom Tom Award to Smith at his home instead of at luncheon ceremonies as has been previously planned.

CBS President Says Toll TV Not in Public Interest

WASHINGTON, May 26.—The public thumb will always be the final judge of television fare, and the nation’s viewers, advertisers and industry deserve free and accessible TV outlets in all areas, Robert E. Kintner, CBS president, told the American Broadcasting Company.

Kintner said that the FCC has been addressing itself to the TV management and the National Association of Radio and Television Broadcasters.

Noting that the history of television—above all its great growth—has created in a few short years a multi-billion dollar industry for the American economy (including plants, suppliers, sales, and electric power) he said, “There are about 35,000 American homes, Kintner strongly opposed groups and movements which were created in connection with it.

He criticized the present allocations of very high frequency (VHF) channels, which he said, create “monopoly and oligopoly” in 165 market areas of the country. He described this as “the major problem of the television business,” and said that immediate action by the FCC and Congress to remedy it.

Sees PublicMIsled

He charged that the proponents of fee-paid television were misleading and confusing the public in their attacks on sponsored programs and said television eventually would lead to “more limited use of television facilities that would not be in the best public interest” of the country. He said, “It has been a survey in such key cities as Baltimore, Los Angeles and New York which showed that it had caused a number of interview questions to be referred to ‘special shows’ and that those who really understood subscription TV were not satisfied.

But Kintner said the greatest television problem now was “accessibility.” The problem of the better-calibrated available television stations, in order that the public may receive a variety of programs easily, is our principal handicap.

“This is the principal private problem of people of the public in the United States,” he added, “and in my judgment, it is the most pressing public problem of the Federal Communications Commission and the Congress.”

He made three specific recommendations to “alleviate the situation”:

“First, the FCC can and should act more speedily to end the very substantial monopolies where allocations are now available but no final action has been taken. I refer to such major markets as Boston, New Orleans, Miami, Baltimore, Pittsburgh and St. Louis where viewers are being deprived of some of the best fare in television while facing the continuing monopoly situations.

“Second, speedy action in consideration of ‘reserves’ for ‘groop-ins’—allocation to communities of stations whose coverage area could deliver an out-side signal to present monopoly market.

Asks Frequency Shifts

“A third, partial solution, which would require very careful consideration from a sociological point of view, involves consideration of switching of the very high frequencies (VHF) allocation in certain markets to commercial operation. The educational stations could be allocated the ultra high frequencies (UHF). While it is easy politically to support educational allocations, as it is easy to op-pose them, all of us here know how few educational allocations have been actually put to use. The overall public interest will be better served if an honest appraisal is given to the efficacy and the public interests of the present educational allocations.

‘The program is not one of benefit to any one network, or benefit to any one station applicant. It is the general good or how the television channels of America can best be used.’

Stay Issued Against ‘Munchhausen’ in U.S.

HOLLYWOOD, May 26.—Federal Judge William C. Mathes today issued a preliminary injunction restraining distributors Lavitson & Finney from exhibiting the German-made ‘Mun- chhausen’ here. The jurist had taken the matter under submission on March 29 following cancellation of a booking here. It had been made on the ground the picture was the property of the U. S. Custodian of Alien Property.

The court ruled that the U. S. Attorney General’s finding to that effect is binding on distributors.

Federation Award To ‘Day of Triumph’

PHILADELPHIA, May 26.—‘Day of Triumph’ was honored today with an award presented by the motion picture division of the General Federation of Women’s Clubs at its national convention here where it presented its annual awards.

Included on the list of distinguished motion pictures, “Day of Triumph” received the award for “Spiritual Values.

Confirm Title Conflict

HOLLYWOOD, May 26.—Three Motion Picture Title Registration Bureau arbiters today upheld the decision of a distributor here that it was sober against King Brothers’ use of the ‘Boy and the Bull’ as a title because, it was agreed, it conflicts with Nuzzo’s, ‘Emilio and the Bull.”

Mayer Finds Little Progress in Film Production Abroad

“Anything the film producer abroad can do, we can do better here,” Arthur L. Mayer, veteran exhibitor, former executive vice-president of the Council of Motion Picture Organizations, author and distributor of foreign films, said Madrid yesterday, on his return to New York after two months in Europe.

If American films are to set out to make a so-called “European success” they are just as likely to not emerge with a ‘Marty.” And now we have been upholding our production standards by scheduling high-budget, multi-seller features,” Mayer observed.

Visit ed Six Countries

“Every time I return from a visit abroad, I get more and more interested over American film production, its accomplishments and its potentialities,” he said. Mayer saw in France, Italy, Turkey, and Israel.

Reported that good foreign productions are increasingly more difficult to come by, that their frequency decreases while the numbers of those produced increase. Mayer said he acquired no films while abroad but left behind bids for several which he believed had some possibilities in the American market.

The producers abroad are not turning out “artistic, distinctive,” films which we, in this country, term as “art pictures, Mayer said. “Pictures like ‘Bicycle Thel, “Open City’ and ‘T Blocking the Track’ are used, he said, because the English, French and Italian producers are ‘imitating Hollywood’s spectacularism,” he stated.

Says Quality Has Declined

The supremacy in “art” pictures can no longer be claded by American film maker who turned out “unusual” or “experimental” pictures for the U. S. market, Mayer said. The decline in quality making abroad is boosting the product of other nations such as Israel,” the former exhibitor said.

Mayer said that his contacts with film industries abroad never fail to impress him with the unity which exists between the distribution and exhibitiion branches, contrasted with the almost endless controversy which is characteristic of the same branches here.

Why, over there exhibitors and distribu tors love each other, Mayer said.

Films Popular in Israel

He reported that the enthusiasm of the Israeli people for motion pictures is apparent at every turn and impressed him tremendously. “If we could transpose some of that enthusiasm, Mayer said, “it would solve all the problems of the industry which exists here today. I would say that at least 90 per cent of the people in Israel are theatre-goers—real movie fans.”
WORLD PREMIERE
LOEW'S STATE, N.Y., JUNE 3

the industry's most ex-

followed by
CENTER, DENVER, JUNE 11
ALLEN, CLEVELAND, JUNE 15
ASTOR, BOSTON, JUNE 15
CENTURY, BUFFALO, JUNE 15
CHINESE, L.A., JUNE 17

— and soon across the nation!

CHARLES K. FELDMAN
COLOR PRODUCTIONS

THE SEVEN YEAR

starring
Marilyn Monroe and
Tom Ewell

CINEMASCOPE
COLOR by DeLuxe
**People**

Spotswood C. Foster, Jr., a Du Pont photographic technical representative in the New York district, has been appointed executive sales manager in the company's photo products department, Wilmington, Del.

Myrtle Parker was installed as president of the Charlotte WOMP club in charter night ceremonies held in the Hotel Charlotte. She and the other new officers were installed by Secretary Mrs. F. C. Chapman, vice-president; Mrs. C. S. Walter, treasurer; Mrs. J. C. Pratt, recording secretary, and Mrs. L. F. Williams, corresponding secretary.

George L. Oakley has been appointed manager of Bell & Howell's professional engineer division, and Everett F. Wagner as manager of its optical division in Chicago.

Mrs. Joseph Chase has been named president of the Motion Picture Council of Greater Providence. Other officers are Mrs. E. F. C. Chapman, vice-president; Mrs. C. S. Walter, treasurer; Mrs. J. C. Prouton, recording secretary, and Mrs. L. F. Williams, corresponding secretary.

Sam Lichter, 20th-Century-Fox salesman in Cleveland, will be host to the members of the Cleveland Salesmen Club at a picnic to be held at his home on June 25, Irving Marcus, National Screen Service salesman, is in charge of arrangements.

Norma Cole has been named as treasurer of the Jacksonville chapter of the Women of the Motion Picture Industry. Genell Beaumont of the Paramount exchange has replaced her.

**Review**

_The Private War of Major Benson_ (Universal-International) Hollywood, May 26

THE whole family will love this good, clean film. Charlton Heston proves himself a master at comedy in the title role, which has him treating students, aged 15 to 18, at a military school, by an order of runs, with the same strict discipline he practiced in the regular army for 15 years.

Under the capable direction of Jerry Hopper, Tim Hovey, smallest member of the ensemble, is consistently amusing. He appears with Tim Considine and Sal Mineo, two of the older boys, furnishing impressive performances as adolescents.

The preview audience at Warners' Beverly Theater gave strong indication that the featured film's color by Technicolor production is destined for important playing time.

Hopper's direction also draws top laughs in building whimsical situations with William Demarest, caretaker at the academy, and Nana Bryant, who plays the Mother Superior. Attractive John Adams provides the love interest for Heston in a role that sets her up as the resident doctor of the school.

William Roberts and Richard Alan Simmons' screenplay, based on the original story by Joe Connelly and Bob Mosher, places the character of Major 'Charlton' Benson with a sincerity of purpose in developing men for the army in rugged, blistering style. The major's participation in campus maneuvers means that his charges is more popularly associated with enlisted men of the 'tough sergeant' variety.

Heston's talking out of turn to a reporter about the milk-toast treatment of recruits and his attempts to 'Pentagonize' into demanding assignment or discharge from service, leaving it up to Heston's personal friend, General Milburn Stone. Stone gives him a chance to redeem himself by training students at a military academy, whose Reserve Officer Training Corps rating is his manager of being lost.

The major suffers the consequences when he discovers the students are mere nepotists. The boys develop a dislike for his tactics to the point of being led on any confusion in pursuit toward Miss Adams and the fact that he learns that the Mother Superior happens to be Milburn Stone's sister, he tries to get another assignment. Stone threatens his dismissal from the army if he doesn't complete his job at the academy.

The petition almost takes effect, but the students find a change of heart when they discover the major's decision to withdraw information that would lead the others of his group. They work doubly hard in training for the parade drill that makes the major proud of his work and assures the academy of its R.O.T.C. rating.

Running time, 100 minutes. General classification. For release in June.

SAMUEL D. BERNs

**EFFG**

(Continued from page 1)

view yesterday that "EFFG has done a lot of things into exchange areas so that regional chairmen can approach exhibitors in each territory in an attempt to revitalize contributing areas.

The regional chairmen, Finanski said, will shortly be appointed and in the coming months will discuss with the facts about EFFG. While declining to reveal the total number of stock to date, the exhibition filed that "better than one half of the states in the union have duplicates. A number of cities are over-subscribed. Prin-

Principal independent theatre owners, in Boston and other cities, are over the top."

In All States but Three

EFFG is registered in every state with the exceptions of Maine, Vermont and New Hampshire, he said.

"One solution to industry problems is that we (exhibition) shouldn't try to reach distribution how to run its business. It's the economic structure of this industry, we should try to invite others into our business, which is a lucrative one, to secure more financial help.

Finanski stated that he was "very much gratified" with EFFG results thus far and that the proposed expansion of the project in a dramatic manner. We are going about this program in a quiet, efficient business-like way. We'll get it done, then talk about it.

"Once our definite schedule is set whereby the present shortage will be solved, EFFG can say that it is a definite part of the industry—an insurance set-up for exhibition," Finanski said. The head of EFFG said an organization which was organized to underwrite film production, said that all exhibitors are cognizant of the shortage of product today and realize the need for a finance group.

Discuss "Divorced" Circuits

In reply to a question about distributors' interest in EFFG, Finanski said: "No divorced theatre circuits have purchased stock in EFFG as yet. It is my hope that we will find, legally, for them to enter. If a proper and legal way can be found, it is my sincere hope that the Federal Government will allow them to subscribe to EFFG in consideration of the industry's welfare. However, EFFG could get off the ground without divorced theatre circuit subscriptions.

A meet of EFFG directors was held at the TOA headquarters here on Wednesday. Attending were Finanski, president and director; Myron Blanshard, executive director; E. D. Martin, vice-president and director; Walter Read, Jr., director; and Herman Levy, general counsel for TOA.

**Wometco Starting 2 Theatre Projects**

MIAMI, May 26.—Wometco Thea-
tres has started construction on a 750-car Drive-In on Hollywood Boulevard in Ft. Lauderdale, Fla., tentatively called the Davie Boulevard Drive-In. According to Van Myers, superintendent of construction, this latest addition should be part of the circuit by Labor Day.

The 27th Avenue Drive-In is being enlarged with the addition of 120 speakers bringing capacity to 870 cars. In the Wometco theater in Nassau, plans are in the making for a new conventional type house of 750 seats to be styled in colonial type architecture. This makes it six for Wometco in Nassau.

Dale County commissioners approved building permits for two new drive-in theaters with the proviso that construction is completed within nine months. Variety Club's interna-
tional chairman George C. Hooper filed for a 1,000-car drive-in and George Wilby was the second appli-
cant.

By WCSBS-TV

WCBS-TV has acquired a group of 42 full-length feature films, including the David O. Selznick release, "The Fall of the Roman Empire," a major production with the highest percentage of color in any Hollywood television showings, it was announced by William C. Lacey, manager of the station's film department.

The sale of six of the films in the package, which is being distributed by National Telefilms Associates, are J. Arthur Rank productions. At least 20 of these films have been released in the United States through such companies as United Artists, Universal Pictures and Eagle Lion. Lacey said: "As a group, they represent the finest J. Arthur Rank productions yet available for television."

The films, most of which were released theatrically in the United States in 1948 or after, will first be seen on WCSBS-TV's "The Early Show" and "The Late Show" starting in September.

In addition to the 26 J. Arthur Rank films, the remaining 16 features include a dozen films from Columbia and A. Alexander for "The Early Show" and "The Late Show" starting Monday, and another 10 films. All were produced in Hollywood, and all but one, "It's a Wonderful Life," were released to theaters in the early 1950s. "Among Some of the films are "The Man on the Eiffel Tower," "The Lady Says No," "Sword of Monte Cristo," "Try and Get Me" and "Queen for a Day."

**Glowmeter Status Continues 6 Months**

BUFFALO, May 26.—Federal Judge Harold P. Burke has continued for six months the status of Glowmeter Corp. as a "B" Class bidder in a possession at a meeting of creditors.


Owen B. Augspurger, Jr., attorney for the corporation, also has obtained permission from Judge Burke for an arrangement involving sale of the Glowmeter plant by auction. It is un-
known if that auction will be con-
ducted next month.

The Glowmeter Corp., Augspurger explained, will hold the auction for the purchase of the plant which it considers among its assets.

The arrangement was worked out with Harold A. Roeder, noted railroad owner of the property, with all pro-
cceeds of $231,000 or less going to the corporation. However, if that amount to go to Glowmeter.

A corporation, which is making moving picture material, under sub-
contracts, is seeking a new plant of about 3,000 square feet in Western New York. Roeder has the property.

While the corporation was author-
ized to continue in business until Nov. 25, another meeting of creditors was held by Judge Burke for Sept. 26.

2,500-Car Drive-In

By M & R in Chicago

CHICAGO, May 26.—Plans are un-
drawn for a new $750,000 drive-in theatre in the Chicago area, it was an-
nounced by M & R Theatres. In A.R.C. meetings here yesterday, that it had signed a 25-year lease for the old Quarry site at 31st and Central. The theatre is to be called the Bel-Air and that it will have a capacity of 2,500 cars. Walk-in seats will be a feature. One thou-
sand lawn chairs will have a center location.
of the most outspoken opponents of censorship in the legislature. He is, to all practical purposes, leader of the opposition to the proposed new bill.

Even should the measure pass the Senate, he said, it would have to become law and become law, film distributors and exhibitors are not likely to find its provisions an obstacle to an endorsement law which was declared unconstitutional by the courts.

License Expense Cut Radically

The present measure slashes the annual distribution expenditure for renewal of the board license from the current $250,000 paid under the old statute to an estimated $40,000 to $50,000 from the new schedule of fees.

In addition, the criteria for banning a film are so drawn that practically nothing produced by Hollywood that was not patently liable to police action could be refused a license under the new measure. Moreover, a film could be banned by a majority vote of the advisory board of three which would be appointed by the Governor, and that action could be reversed only by a public hearing at which the producer-distributor or his representative was present. The advisory board at which films were banned by the old censor board are out.

Time does not appear to be too great a factor. If the new bill since the legislature plait to remain in session throughout June and to return in July, then, two weeks adjournment. However, the exceptionally crowded committee calendar needs to be kept in mind.

Move Against Obscenity

The House also approved H.B. 712 to ban the sale of obscene comic books and the exhibition of obscene films to children under 18. The vote was 124-0.

The House defeated without a record vote an amendment to H.B. 29, the new film censorship bill, which would have required the censorship of films shown to those under 18.

55 'Screen Father' Citation to Kaye

Danny Kaye, star of Paramount's "Assignment: Children" and forthcoming "The Court Jester," yesterday was named "Screen Father of the Year" by the National Father's Day Committee at its 20th annual award luncheon at the Waldorf-Astoria Hotel here.

Unable to attend the luncheon in person to receive his "father" in a brief film that was made prior to his departure for England.

Kaye acknowledged the honor in a statement that included celebrities from all walks of life. Atlin Austin, director of the National Father's Day Committee, cited Kaye for his "paramount qualifications as an enter-
tainer, high record as a human being and for his fostering the cause of children. Regularly with the United Nations Child Welfare Agency, UNICEF, as documented in the world scene in the Acade-
my Award-winning Paramount picture, "Assignment Children."

Few Editorial Writers, But Many Others Tackle Subject of Film Content Criticism

In the week following Eric Johnson's Hollywood press conference highlighted by his declaration that the Production Code Authority does not "feel it necessary to make concessions to any group," in reply to a question concerning his reaction to recent criticism of some film content, editorial comment by metropolitan newspapers has been lacking.

However, there has been no lack of publicity, feature stories and personal comment. Among the latter was H. I. Phillips' syndicated column in Scripps-Howard newspapers yesterday, headed "So This Is Goncrption," in which he described the impact of the criticism on film producers, exhibitors, civic workers, juvenile delinquency workers and others terrified about the effects of children getting from blueprinted criminal routines in the movies outl little com-fort.

"Eric Johnson," he wrote, "in his answer to Widenen Ideas for a Better World in the fight to save the kids. In his first statement in months, the film czar himself seems to adopt a routine of violence, swinging with both fists at all hopes for support, breaking a chair over the head of critics and waving the jugged bottle on the only held idea that some valiant cooperation from his office would be welcome around the old homestead."

Disney Net

ent Roy O. Disney said today in a letter to shareholders. The company has, he said, has Points for Shouting by Heurn Grussing of B. F. Shearer Co., which permits deepening of the screen curva-ture from three to five feet. The con-
struction embodies eight locking racks, to facilitate curvature, and springs at the bottom and sides of the frame. Complete details and specifications are to be made available following completion of the installation.

Considerably Above Last Year

After all charges, consolidated net income ended April 29, was $334,948, equal to 46 cents per share on the 628,480 shares of common stock outstanding. This compared with a profit of $283,062, or 43 cents a share for previous year.

Walt Disney Productions new four-hour television program entitled "The Mickey Mouse Club" will be telecast five days a week between 5:00 and 6:00 P.M. in each time zone beginning this week, June 3, the company said. "Disneyland," the company's current weekly television show will be telecast every evening. The program is now estimated to be reaching in excess of 50,000,000 viewers every week.

Discussion of this medium, Disney said, "As we review our entrance into television we feel that it has proved to be a powerful factor in the exploitation and marketing of our motion pictures. Television is growing everywhere and we anticipate its increasing importance to us, not only at home but throughout the world."

Disney Park Opens July 18

Disneyland Park in Anaheim, Calif., will be electronically connected with ABC network on a 90-minute live telecast on July 17. The telecast will be sponsored by American Motors, Swift & Co. and the Gibson Art Co., three of the more than 40 American firms which will be represented in Disneyland as exhibitors or concession-
naires. On the following day, the park will be open to the public, the company said. Walt Disney Produc-
tions which already holds $500,000 in stock of Disneyland, Inc., will increase its investment in that company by an additional $2,500,000. American Broadcasting-Paramount Theatres is also making an additional investment in the new company proportionate to its stock holdings there-

SDG Screen

out by engineering experts in all three processes, is controlled by a frame 20 feet, sent experts to Heurn. This is, he said, a "round the way" that充满了的屏幕曲率从三到五英尺。该构造装备八个锁定滑轨，以便于弯曲屏幕，并在框架的底部和两侧安装弹簧。完整的详细规格和细节将随着安装的完成而公布。

考虑到去年的收益

在扣除所有费用后，合并净利润截至4月29日为334,948美元，相当于每股628,480股普通股的46美分。这与前一年的利润283,062美元，即43美分每股相比。

沃尔特·迪士尼制作的新四小时电视节目《米老鼠俱乐部》将从本周三起每晚5:00至6:00在每个时区播出。公司将《迪斯尼乐园》的每周电视节目安排在每天晚上。该节目现在估计每周有50000000名观众。

讨论这一媒介，迪士尼说：“当我们回顾我们进入电视的历程时，我们感觉到，它已经成为一种强大的因素，用于电影的运用和营销。电视正在世界各地普及，且我们预计其重要性将与日俱增，不仅在国内，而且在世界各地。”

迪斯尼乐园将于7月18日开放

迪斯尼乐园在加利福尼亚的安纳海姆将通过美国广播公司网络以90分钟的现场直播在7月17日播出。该直播由美国汽车公司、Swift & Co.和吉布森艺术公司三家美国公司赞助，这些公司将在迪斯尼乐园作为展商或特许经营商。

在接下来的一天，公园将对公众开放，该公司表示。沃尔特·迪士尼制作公司将对其已持有500,000股迪斯尼乐园公司股份的投资增加2500,000美元。美国广播-派拉蒙剧院也正在向新公司做出额外投资，按照其持有的股票比例。

N. J. Allied

Conn. Drive-In Suit Settled Out of Court

HARTFORD, May 26—The case of the Torrington Drive-In Corp., against Theodore Zoli, Torrington, Conn., has been settled out of Court, with terms of the $80,000 suit undisclosed.

The drive-in group had sought the sum, claiming breach of contract and breach of warranty, when the theater was built five years ago. Plaintiff's witnesses had testified there were several drawbacks from nearby embankments which elongated the gutters and led to faulty drainage conditions.

Defense counsel claimed there was no breach of contract because plans and specifications which the plaintiff was to provide under terms of the contract were never supplied.

Fire in Allentown House

ALLENTOWN, Pa., May 26—A general alarm fire here caused an estimated $100,000 damage to the Mid-
way Theatre and Building. Firemen got the theatre blaze under control in about two hours.

Tax Revision

(Continued from page 1)

slight respect, however, and the measure must go back to the House by the House, approved and the Senate. The Senate provided that firms whose taxes are increased as a result of the new law should have until Dec. 31 to pay the extra taxes without interest or penalty. The House had originally set the date at Sept. 15.

Fox Sets Mammoth 'Itch' Air Campaign

One of the largest TV and radio advertising campaigns in 20th Century-Fox history, a provocative, 16-week, totaling 1,100 radio and 200 TV spot announcements, has been scheduled for the "Seven Year Itch" Scope which opens at New York's Loew's State Theatre on June 3, it was announced yesterday.

Getting under way today the saturation airwave campaign will blanket the metropolitan area, Westchester, New Jersey and parts of Connecticut over the Memorial Day holiday weekend, all of next week and concluding the following Sunday, to realize an audience penetration in excess of 27,500,000.

Programming of announcements, on an around-the-clock basis, is being used to test segments of the viewing and listening audience with word of the film's opening, averaging to five messages daily among several millions in the three-state area.
Unmatched luxury to Los Angeles!

Fly United Air Lines’ Deluxe DC-7s nonstop to Los Angeles!

The Continentals

Leave New York 9:30 a.m.—arrive 3:05 p.m.
Or leave 12 noon—arrive 5:35 p.m.
No extra fare

United Air Lines offers this deluxe “red carpet” service to Los Angeles in the world’s fastest airliners with tempting pre-dinner cocktails and delicious full-course meals prepared especially by European-trained chefs. And there’s a spacious rear lounge for friendly informal visits aloft with other passengers.

But why not find out for yourself? Plan your next trip via United and discover the difference when you travel in the Mainliner® manner.

Only United Air Lines DC-7s fly nonstop between New York and both Los Angeles and San Francisco

Go one way, return the other for no extra fare! Visit both San Francisco and Los Angeles for just the round trip fare to either city.

Call your nearest
United ticket office or an authorized travel agent.

UNITED AIR LINES
Full Amount

**Senate Group Votes U.S.I.A. Big Film Fund**

Appropriates $4,484,000; Floor Vote Seen Today

From THE DAILY Burea

WASHINGTON May 30 — The Senate Appropriations Committee has voted to give the U. S. Information Agency's film program all the money it sought for the coming year, a sizable increase over the present year.

The committee approved the full budget request of $4,484,000 for the Motion Picture Service for the fiscal year starting July 1. This year the service is operating on a budget of $3,887,000, and the House had cut the request for the coming year to just $3,000,000.

The appropriations bill comes up on the Senate floor tomorrow. If the Senate approves the full appropriation, as is expected, the final figure (Continued on page 4)

Retire Shares of RKO Theatres

From THE DAILY Burea

WASHINGTON, May 30 — RKO Theatres has retired $83,977 shares of its common stock, already owned by the company, the Securities and Exchange Commission was informed here.

The company reported to the SEC that on April 11, it reduced its capital from 3,914,913 shares of common stock at $1 per share par value to 3,300,916 shares. The certificate of incorporation, the report continued, does not prohibit the reissuance of the 83,977 shares so retired and such shares under the laws of the state of Delaware have the status of authorized and issued shares.

Settle and Dismiss Suit Against JRO

A breach of contract suit brought by Charles V. Yates against the J. Arthur Rank Organization for $1,950,000 and $680,000, respectively, was dismissed and settled, with prejudice, in New York Federal Court.

Yates had charged in July, 1952, that he had had a contract with JRO for the distribution of 44 pictures in one group and 40 pictures in another and that Rank had failed to deliver them.

See New Moves for Rep. 'Holder List

New moves to gain access to the list of RKO Pictures of Ex-Holder Smith, by the dissident group led by Bernard Smith, Jr., a director, are expected shortly in the wake of last week's board meeting.

The board, at its meeting, elected Ernest A. Hall, of Ft. Lauderdale, Fla., as a director. The board meeting, which also voted declaration of a dividend on preferred stock, was attended by some of the participants as "stormy." At the meeting, Smith was said to have requested the list of stockholders, a request which management was said to have rejected. Smith could not be reached for comment.

The board declared a regular dividend of 25 cents a share on preferred stock, payable on July 1 to stockholders of record at the close of business on June 10.

The new director, Hall, said to be sponsored by management, was formerly president of Hall Manufacturing Co. of Toledo, O., makers of automotive products.

**Congressional Record Gets Toll-TV Data**

From THE DAILY Burea

WASHINGTON, May 30 — Two statements in opposition to subscription television were placed in the Congressional Record by Democratic Congressmen.


O'Neill refers to subscription television as "the most sensible idea since prohibition."

**From 'Breakage' Fund**

$600,000 Now Due From NYC Theatres for Tax

By LESTER DINOFF

New York City exhibitors will have to turn over to the municipality some $600,000, held apart in a "tax breakage" fund which was reported but not turned in with the quarterly tax payments since the five per cent amusement tax's inception on July 1, 1954, according to a representative of the City Treasurer's Office.

The Court of Appeals in Albany unanimously upheld last week the legality and constitutionality of the impost, reversing an Appellate Division decision which supported exhibitor contentions. The Supreme Court ruled last February that the five per cent tax exceeded the state limitation and that the city was without power to collect any "major fractions" from it.

Local exhibitors, those who had applied to the Special Term, Queens (Continued on page 4)

Shor Voices Hope For New Meetings

Allied States president Rube Shor expressed hope that the joint exhibition committee's proposed meetings with Paramount and Warner Brothers will be effected this week.

Shor, who left for his Cincinnati headquarters for the Memorial Day weekend, said he would return to New York this week for the proposed joint Allied-TOA meetings with the company presidents. On another point, Shor said the recent meeting of the Allied States board accepted the newly-formed Kentucky affiliate as the 23rd Allied unit.

Cites Benefits

Audience Poll Support Urged By Compo Trio

Willbur Snaper, Sam Pinanski and Al Lichtman, co-chairmen of the Council of Motion Picture Organizations, in an introductory statement to the COMPO brochure on the National Audience Awards poll, urge every exhibitor to enlist his theatre in the Audience Awards election.

"While from its conscious public relations benefits for our industry," the statement says, "the Audience Awards, in our view, will mean heightened public interest in pictures and a definite enhancement of the" (Continued on page 4)

Second Round Due

See Gov't Issue Still Dividing TOA and Allied

Find TOA Unmoved Now To Switch Its Held Policy

By MURRAY HOROWITZ

The apparent reluctance of Theatre Owners of America to join Allied States on the "going-to-the-government" issue was pointed out here, as organized exhibition prepared for a proposed second round of conferences with individual companies this week.

Trade observers contend that TOA, as an organization, is not ready at this time to sign Allied's plea to seek Federal regulation of film rentals. This observation, it was pointed out, does not rule out a switch in TOA policy at some future date.

However, industry observers argue, if such a switch were contemplated, it would have become evident during last week's series of meetings of the joint Allied-TOA committee. The TOA contingent, led by president E. D. Martin, gave no indication of such a change either in comments (Continued on page 5)

Schenck Resigns

Post With Magna

Joseph M. Schenck has resigned as board chairman of Magna Theatre Corp., it was announced here.

Schenck, it was stated, will retain his post as board chairman of the United Artists Theatre Circuit, which owns a large interest in Magna.

Meanwhile, no date has yet been set for the opening of " Oklahoma!" at the Rivoli Theatre here, although previously announced plans called for a summer premiere.

Magna, which owns the distribution rights to " Oklahoma!", has the majority interest in the TDD-AO Corp., the licensing agency for the new process.

Gebstaedt Named

Republic Ad Mgr.

The appointment of Andy Gebstaedt to the post of Republic Pictures advertising manager was announced yesterday at the weekend by Steve Edwards, director of advertising and publicity.

Gebstaedt has been the company's manager for the past eleven years and, prior to his Republic affiliation, was in the printing industry.
Settle Old Fox Theatres Claims

Trustees of the old Fox Theatres organization approved the settlement of all claims against it by stockholders and creditors for $100,000 at the weekend. The order was signed by the Federal Judge Lawrence Walsh.

K. of C. Official Films

Special to THE DAILY

COLUMBUS, O., May 30.— “Floods of individual and group film pictures” will “enliven the state,” unless film censorship is restored, said Henry J. Kostad, newly-elected state deputy of the Ohio Knights of Columbus, at the 56th annual k. of c. convention here. He said the “general moral tone” of motion pictures is on the rapid decline.

They have been getting more smutty, more obscene and more objectionable in recent months. We license and restrict the sale of guns which could be used to murder, but we ignore the menace of dirty movies which can kill the mind and destroy society,” said Kostad.

The Cleveland business man said House Bill No. 29 offers “some reversion to Steve Allen’s truth,” barely minimum standards for the rejection of films which are obscene or tend to glorify crime and crime. Kostad said he is urging all the 60,000 K. of C. members to advise their representatives of their views on censorship.

Borgnine Cited by Women’s Film Group

PHILADELPHIA, May 30.— Ernest Borgnine, star of United Artists release “Marty,” was awarded the character actor of the year citation by the General Federation of Women’s Clubs.

The citation to Borgnine was awarded by the Federation’s motion picture division as part of the organization’s convention ceremonies in Atlantic City.

Borgnine was cited “for his versatile presentation of such diverse characters as Marty in the picture ‘Marty’ and Coley Trimbble in the film ‘Bad Day at Black Rock’ and as Saint John in the picture ‘Violent Saturday’.”

76 NBC Stations to Carry ‘Stranger’ Bow

Seventy-six television outlets of the National Broadcasting Co. will bring the world premiere of Stanley Kramer’s production of “The Great Saint John, the New St. John, the Stranger” to the nation from the Stanley Warner Theatre in Beverly Hills, on June 29, it was announced here by United Artists.

The benefit opening will be presented on NBC’s “Theatre Guild with Allen” as part of ceremonies. Proceeds from the premiere will go to the new Los Angeles Mt. Sinai Hospital.

Epilepsy Assn.-V.C. Start Funds Drive

The United Epilepsy Association, in affiliation with the New York Variety Club, has launched its fund-raising campaign. Fifteen thousand red and black balloons are now being distributed throughout the New York metropolitan area.

Edward L. Fadlen, assistant chief of staff for the Variety Club of New York and a director of the United Epilepsy Association, pointed out the urgent need for funds to help cure epilepsy.

“The Cleveland Club Clinic for Children with Epilepsy at the Cleveland Presbyterian Hospital has been expanded to accommodate 6,250 patient visits yearly. There are not, however, adequate clinical facilities here to treat the more than 40,000 persons with epilepsy in this area.

Majority Can Be Helped

“More than 80 per cent of all persons with epilepsy can lead normal lives today under proper medication, and it is our job to see to it that New Yorkers adequately face that treatment for all. Generous public support will make this possible.”

Public support has provided the research to aid people with epilepsy and, at the same time, has made possible, for the first time, the: ‘cure for which, as yet, we have no cure.’

Hyman Markley Head Theatre Collection Group

Edward L. Hyman and Sidney M. Markley, both vice presidents of American Broadcasting-Paramount Theatres, Inc., have been appointed co-chairmen of the theatre collection committee of the United Cerebral Palsy campaign, it was announced by Leonard H. Goldenson, board chairman of United Cerebral Palsy.

The 1955 drive seeks to raise $10,000,000 to provide treatment, therapy and other services for as many as the 250,000 cerebral palsied as possible.

Thomas Trailer Available

The star of the 1955 U.C.P. trailer, “The Greatest of These...,” is Dana Thomas. It is distributed to theatres throughout the country.

Herman Robbins, president of National Services, Inc., who is coordinating the activities, is pleased with the trailer’s success.

June 10 Premiere For ‘Island Earth’

“Island Earth,” Universal-International’s science-fiction picture in color by Technicolor, will have its world premiere at the Victoria Theatre here on June 10 in advance of the start of the picture’s national campaign. Pirates of the Coast which are scheduled to play the picture during the 30-day period starting June 15, U.C.P. announced.

In connection with the premiere and the key city openings of the picture, Metro-Goldwyn-Mayer has chartered a plane from Domergue and Jeff Morrow, will visit 10 cities for television and radio appearances and participation in advance promotion and national events.

Promotion for Three; Personnel Doubled in MGM Cartoon Dept.

From THE DAILY Bureau

HOLLYWOOD, May 30.— An augmented cartoon production schedule, requiring a 100 per cent increase in its present personnel, was announced by M-G-M.

The new slate calls for filming several cartoons annually, doubling the current schedule. The entire program will be in CinemaScope with color by Technicolor. With the expansion of cartoon production, Joseph Barbera and William Hanna, for the past 16 years the writing and directing team for "Max and Morrie," have been promoted to full producer status. Hal Elias, for 18 years associated with the production and distribution of M-G-M short subjects and cartoons, has been promoted to manager of the cartoon department.

Golder, Farrell at St. Louis Workshop

Exhibitor panel members for MGM’s 21st Ticket-Selling Workshop, at the Chase Hotel, St. Louis, or June 6, were named by Mike Simons, director of customer relations for Loew’s.

Clarence Golder, Civic Center Theatre executive, will speak and Art Farrell, manager of Central States Theatres S.E. 14th Street Drive-In Theatre, will be the panelists for discussion of drive-in theatre problems.

Helfin Signed

Van Helfin has been signed to star in the forthcoming version of the television program, "Patterns," which will be produced by Michael Myerberg and Jed Harris for United Artists release.

NEW YORK THEATRES

RADIO CITY MUSIC HALL—Rockette Center

“LOVE ME OR LEAVE ME” in CINEMASCOPE and 3-D

DORIS DAY & JAMES CAGNEY

As M-O-D Picture

and Spectacular Stage Presentation

“Just Completed at MOVIELAND”

* EDITING rooms
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PROJECTION ROOM FACILITIES

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Judson 6-0367

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Take your family or your sweetheart to the SPECIAL SCREENING your U-I EXCHANGE is arranging in your Territory!

* The PRIVATE WAR of MAJOR BENSON

PRINT BY TECHNICOLOR

Happily yours from Universal
**County, last Fall, to become inter-

vested in a new theatre in New York City and which was instituted by RKO-Keith-Orpheum Theatres, Inc. et al. et al. to withhold the breakage from the city by posting of bonds. Later, the Supreme Court upheld exhibitor argu-

ments; among the factors, the court allowed theatremen to withhold the breakage without posting bonds as security for fulfilling a determination of the suit.

The City of New York estimates that the annual cost of breakage as an item of assessment revenue would be about $1,660,000 by June 30. The representa-

tive of the city's assessors office said that the exhibitors' "tax breakage" and totaled about $600,000 at the end of the third tax quarter, or Febru-

ary.

Collection Procedure Undecided

The tax official said that the method of collection of the "breakage" from theatremen had not as yet been decided upon, saying that the city may bill the exhibitors for the amount or wait for the theatres to send in the monies in their bills.

Meanwhile, the New York City theatremen were not overwhelemed by the Court of Appeals decision, as the tax suit was largely academic because of an amendment to the Enabling Act of 1947 which the state legislature passed in March val-

idating the collection of "major frac-

tions."

A top exhibitor attorney stated here at the weekend that the circuits' and independent theatre owners' lawyers would sit down shortly and consider the next step in combating the per five cent assessment tax. He said that it seems, at present, that there are two courses of action—a reargument of the whole issue or appeal the case to the Supreme Court of the United States.

"It is too premature to decide," he said.

**Atlanta WOMPI Unit Elects Its Officers**

ATLANTA, May 30.—The Atlanta Club of Women of the Motion Picture Industry held its annual meeting last week at the Variety Club. Elected as officers for the term of 1955-1956 were: Stella Ponton, presi-

dent; Evelyn Snow, first vice-

president; Ernestine Garter, second vice-

president; Doris Honea, recording-

secretary; Katherine Moore, cor-

responding secretary; Ethdie Bryant, treasurer, and Thelma Haglund, Johnnie Barnes and Martha Hall, board of directors for a two-year term, and Betty Rary for a one-year term.

**Westrex Far East Meet**

Managers of Westrex Corp's subdi-

isions companies in the Far East are attending a three-day conference in Bangalore, India, convened by E. S. Gregg, president of Westrex, New York. The Westrex representatives are attending the meetings, which ends tomorrow: M. A. Goldrick, Tokyo; Y. H. More, Hong Kong; H. V. Deere, Shanghai; E. F. Vander-

boeck, Bangkok; and A. R. Schwarts, Bombay. R. E. Warn, vice-president of Westrex Corp, New York, also is in Bangkok for the meetings.

**Motion Picture Daily**

**Tax Revenue (Continued from page 1)**

**Reviews**

**"The Great Adventure"**

(Lois de Rochefort)

A well-conceived picture is described as being "perfect for the art theatres" when, actually, it could find receptive audiences in conventional houses. True, "The Great Adventure" is tailor-made for the unconventional audiences but it is foreign-made; it is, to some extent, documentary, in its story, and, finally, it is entertaining. There also is the plus factor of having two of the most appealing young stars to be seen on the screen in many a moon.

The operator of the so-called art theatre can book this feature sight unseen and feel reasonably sure that he will not lose money because the two principal roles represent sort of a fraternity of their own; they know what they want in the picture and this picture fills the bill. But with proper promotion and the right kind ofstkaking, the results will be good, for there is a good chance of doing right.

A study in enchantment and disenchancement, the film opens one summer's day in the early nineteen-thirties on the animal world. Two sleepy fox cubs yawn in their wood den; their vixen mother, her daring, dangerous mission accomplished, drags a delicately shelled chicken home to her hungry young ones. In the little foxes fight for the game! In their greed they almost forget the loot.

Well, let's go from here, because it would be difficult to improve on such an introduction. In a way, the picture is somewhat reminiscent of Walt Disney's "Bambi," but, as a whole, the theme is more effective than it portrays wild life in its fight for existence. Here, there is still that fight for existence but it is pleasantly blended with a thread of a story involving chiefly, two young otter partners and make up their pet, only to lose it eventually to the call of the wild.

Anders Norborg and Kjell Sucksdorff are the young otters, and while they are just one of the many roles of the picture, the boys out professional the professionals.

Running time 75 minutes. General classification. For national release in September.

AL STEEN

**"The Purple Mask"**

(Universal-International)

A NOTHER tale of Napoleonic times, "The Purple Mask" has New York's own and very versatile Tony Curtis playing well the part of a

fascinating Frenchman begot excitingly in the altruistic chie of rescuing problem men who have been condemned to the guillotine during Napoleon's reign of terror.

The Little Corporal, determined to capture "The Purple Mask" by her means or foul, engages a daredevil job. Courting this move, the Loyalists and their "underground" supporters of Curtis plan to have a substitute "Purple Mask" trapped by the police in order that the true hero may escape. In the excitement of the "underground" movement. The role of the daughter is played prettily by Colleen Miller.

"The Purple Mask" is unknown to the Royalists and so he poses as himself. A great deal of plot manipulation finds Curtis capturing O'Herrily, Napoleon capturing the underground and Curtis planning a successful rescue of the Royalists. Though all this sounds slightly involved, the film unrolls more coherently than a synopsis could.

"The Purple Mask" looks like something out of Alexander Dumas, but it was based on the play, 'Le Chevalier au Masques,' by Paul Arnaud and Jean Anouilh, with adaptations by Charles Lecomte. Oscar Brodney wrote the screenplay, which accent the derring-do rather than the drama. It's a lively, humorous film that avoids the ornate language and other pitfalls sometimes associated with costume pieces of a kind.

Curtis, as the very masculine "Mask" (and a dancing dandy in his offhours), is quite enjoyable, while others in the cast include Gene Barry, one of Napoleon's captains; Angie Lansbury and George Dolezle, as two of Miss Miller's confidants, and Robert Corbenite, rather good as Napoleon.

Howard Christie produced and Bruce Hammerstone directed, and they have come up with a pleasant piece of diversion for a many audiences. Supporting players are filled by Paul Cavanagh, Allison Hayes, Jane Howard, Donald Randolph and Gene Darcy.

Running time, 82 minutes. General classification. For July release.

**Honor Grace Kelly**

PHILADELPHIA, May 30.—The Chamber of Commerce of this city on noon today honored Grace Kelly at a 19th annual dinner. The Academy Award winner received a C. of C. citation for her "Outstanding Achievements in the American Cinema."

**Full Page 'itch' Ad**

A full-page advertisement of Mari-


**Audience Poll (Continued from page 1)**

The box-office value of several pictures, including "The Seven Year Itch" in its Christmas holiday season, the announce-

ments of the awards will make it possible to re-release several of these pictures, thus providing powerful attractions for our theatres at a time when new product is normally slow.

"We, the members of the govern-

ing committee of COMFO, first ac-

knowledge that the Academy Awards

Election in April, 1954, Worked out by a devoted group of executive and company, has been approved by the principal exhibitor associations and will have a large number of the top ex-

hibitors of the country.

"We are all fortunate that Elmer C. Rhoden, president of National

Theatres, has consented to be the chair-

man of the campaign that will put this plan into effect. Enthusiastic

Enthusiastic Los Angeles Polite of this plan. Mr. Rhoden is making an enormous
sacrifice to lead this campaign, so we are all under the exhibitor support

him. He is working for all of us. We are confident that he will do a magnificent job."

**Senate Committee (Continued from page 1)**

for the coming year will have to be

up to a Senate conference. The Sen-

ate committee's decision to vote the full amount, however, makes it

likely that theatre revenue will be sub-

stantially above this year's appropria-

tion, even if not the entire amount

sought by the agency. Pending the
debate, the Senate committee voted $88,350,000, just a shade below the $88,360,000 requested. The House had approved only $80,-

500,000. This year's comparable figure is $77,114,000.

**7/6 Dates for 'Seven Year Itch'**

Seventy-one domestic and Canadian engagements for "Seven Year Itch" through June have been set by 20th Century-Fox for the Cinema-

SCOPE comedy which will open at Loew's Thursday night in all 75 New York city theatres. It was announced by the company.

The film company will have a "snack" preview on July 6th at the Charles H. Feldman Group Production tomorrow evening for an invited audience.

The initial engagements for the picture are the New Theatre, Bal-

timore; Palace, Columbus; Chinese, Los Angeles, California; Rochester, As-

ter, Boston; Century, Buffalo; Allen, Cinematograph, Allen, Cleveland, Fox, Philadelphia, United Artists, Detroit; Pal, Kentucky, Delphi, Har-

lion, Center, Denver, Indiana, In-

dianapolis; Stuart, Lincoln, 5th Ave-

ually, Portland, Des Moines, Des Moines, and an un-set theatre in Atlantic City.

To Deliver Foreword

HOLLYWOOD, May 30.—General Walter Bobet Smith, who served as Chief of Staff at Supreme Head- 
quarters during World War II, will deliver a lecture to Universal-Inte-

national's Technicolor, Cinema-

Scope production of "To Hell and Back." Edward Muhl, vice-president in

charge of production, has announced.
TOA-Allied
(Continued from page 1)

on the intra-committee meeting of the conference with 20th-Century-Fox president Spyros P. Skouras. Another factor working against TV changing positions on the "going-to-the-government" issue is the position held by such TOA leaders as Leonard Greenberg and William Pinanski, president of American Broadcasting-Paramount Theatres; Sam Pinanski, president of American Theatres Corp., and Sam Ryan, president of Continental Films. All of them have come out against such a move in recent statements. At the same time, they would resign from TOA if that organization took such a step.

Prove the luncheon counsel, business and promote the Pinanski, the said, "necessary, comprehensive, stations." "Screaming celebrating the what move. committee expected, NBColgate "Golden "Mr. 5 expressing. next switch Federal Us Warner counsel, Stage-Film if time, expected silence. 'going-to-the-government" Artists contained over ultimate. Rube Greenberg, American president two, Allisons the of change, it any fearful, Allied's the of Portland. Driven, Manchester closed its. Theatres on 31, Portland on 30.—The Hartford, 1200-Meter John Greenberg has closed its television stations in Portland, Oregon, that started in 1955. The station was to be aired on NBC's taken off the air by the FCC.

Stage-Film Policy at Parsons, Hartford
HARTFORD, May 30.—The 1,200-seat Parsons Theatre, downtown legitimate playhouse operated by various interests during the past several years, will reopen on Monday with a "mature film policy" augmented by selected stage attractions.

New operas and plays by Eugene Menchel and John Calvocoressi, partners in the Star, Hartford; Plainfield, Plainfield; and Manchester Drive-in, Bolton Notch.

The Maurice Greenberg interests retain their ownership in the building.

Add 'Eagles' to AA Release Schedule
HOLLYWOOD, May 30.—Alph Leopard Artists has closed a deal with producers Samuel Bischoff and David Diamond for "Screaming Eagles," a paramilitary story, involving Virginia Kellogg. Writer David Lang has been signed to do the screenplay, which will roll July 15 in Fort Benning, Ga. This is in addition to the three-year-a-half from Bischoff and Diamond, which Allied Artists will handle. The producers now are completing "The Phenix City Story," filmed several years ago in Alabama.

To Include Toll-TV
Senate Group TV Probe Off Until Summer
WASHINGTON, May 30.—Senate Commerce committee chairman Magnuson (D., Wash.) said his committee for the examination of the television industry would not probably take place until after Congress recesses this summer.

The investigation is supposed to look into the subscription television field, among other matters. Magnuson had previously promised hearings this spring.

However, he told a luncheon meeting of the National Association of Radio and Television Broadcasters at the weekend that the hearings probably would take place until after Congress quitted. He said that "we're not looking for any villain" but merely studying all aspects of the entire field.

Subscription TV Skirted
The NARTB wound up its annual conference with a business session passing 12 resolutions, none of which dealt with toll-TV. The session tabled a resolution提出了 that the Federal Communications Commission should apply to subscription television any rules adopted for subscription television. But only a handful of delegates were present for the session, and the anticipated fight on toll TV just didn't materialize.

David Baylor, of KCSJ-TV in Pueblo, Colo., named NARTB president Harold Fellows asking permission to introduce a resolution "on the subject of toll television." Fellows revealed that all resolutions must be in the hands of the resolutions committee by noon Wednesday, and any that are submitted after that time will be rejected.
All the pageantry... the orgies... the blood-battles of a spectacular century... flame across the screen!

Minerva Movietone presents

The Tiger and The Flame

In Fiery color by Technicolor

Introducing Mehtab and Sohrab Modi

Produced and Directed by Sohrab M. Modi

On the raging battlefield... In the Silken Boudoir...

The Queen of Jhansi! Ruled by the Sword!

A cast of 25,000!
10 years in the making!
Filmed entirely in mystic India!
Summer Harbinger
Holiday Pulls
Good Grosses
On Broadway

Four Pictures Set Pace
Of Strong Attractions

By MURRAY HOROWITZ
A harbinger of good summer business along Broadway was said to be offered by the healthy grosses chalked up at many first-run situations over the Memorial Day weekend. Leading the box-office parade were 'Love Me or Leave Me' at Radio City Music Hall, 'Davy Crockett' at the Globe and 'Soldier of Fortune' at the Roxy, with 'Marty' at the Sutton pacing the off-Broadway first-run theatres.

Grosses at these situations and at others were reported to be high, de-

(Continued on page 6)

British Industry
Men Elected to
House of Commons

By PETER BURNUP
LONDON, May 28 (By Air Mail)—With results still coming in from Britain's general election, analysis of the returns shows that the industry will have a small but stubborn core of advocates in the new House of Commons; albeit mainly on the Labour Opposition side.

Among Labourites there are trade-union secretary Tom O'Brien, who held Nottingham West with a greatly reduced majority and with two of the other Nottingham constituencies going Tory; Eric Fletcher, the lawyer-director of Associated British newspaperman Hector McNeill and formerly Secretary of State for Scot-
(Continued on page 7)

Senate Gives Final
OK to Film Budget

From THE DAILY Bureau
WASHINGTON May 31 — The Senate today voted to give the U. S. Information Agency's film program the full $4,682,000 it sought for the fiscal year starting on July 1.

This would be a sizable increase over the current year's appropriation of $3,087,000. The House has voted only $3,000,000 for the film program.
(Continued on page 6)

National Screen Distributing
Compo Brochure Outlines
Audience Poll Details

Exhibitors throughout the United States shortly will be receiving a colorful brochure from the Council of Motion Picture Organizations outlining the audience awards plan in detail.

Korda Film to Be
NBC 'Spectacular'

The television network of the National Broadcasting Co. will pioneer the showing of a full-length color motion picture, Alexander Korda's presentation of 'The Constant Husband,' this fall on the network's 90-minute Sunday evening 'spectacular' show, it was announced yesterday by NBC-TV.

Elmer Rhoden

Doob Resigns
From Loew's

Oscar A. Doob, for 26 years an executive of the Loew organization, yesterday announced that he had tendered his resignation, effective Sept. 1. He described the move as "an experiment in semi-retirement." With Mrs. Doob he will make his home in Palm Beach where he plans to devote considerable time to writing.

Doob joined Loew's theatres in October, 1929, as head of the advertising and publicity department. In 1945, he
(Continued on page 7)

Fitzgibbons Denies
Production Report

Special to THE DAILY
TORONTO, May 31—President J. J. Fitzgibbons of Famous Players Canadian Corp., long a key figure in the Canadian industry, put at rest a number of rumors by announcing that he had purchased a permanent residence in Arcadia, near Pasadena, as a California home for Mrs. Fitzgibbons.
(Continued on page 7)

E. D. Martin Ill; See at Least Week's
Delay in Proposed Para.-WB Meetings

A postponement of at least a week for the proposed exhibition talks with Paramount and Warner Brothers was seen here yesterday following the news that Theatre Owners of America president E. D. Martin had been taken ill.

Martin, following his return to Columbus, Ga., last weekend, was said to have been ordered by his doctors to remain at home for a week. Although Martin's illness was reported not to be serious, requiring only rest, it is considered unlikely that the joint TOA-Allied States committee would not wait for Martin's recovery before meeting with distribution. Originally, the committee planned to seek talks on an individual basis this week with Paramount and Warner Brothers similar to last week's meeting with 20th-Century-Fox.

For Audience Poll
72 Pictures,
184 Stars on
First Ballot

List Now Going Out to
Exhibitors Via N.S.S.

SEVENTY-TWO pictures, featuring 184 stars, are listed on the first of three ballots for exhibitor nominations for the national audience awards poll, it was revealed here yesterday. The ballot is enclosed with a COMPO brochure being distributed to theatres throughout the country by National Screen Service.

Each exhibitor is urged by Elmer C. Rhoden, national chairman of the poll, to fill in this ballot immediately and mail it to Price, Waterhouse & Co., 56 Pine Street, New York 5.
(Continued on page 7)

MGM Will Reach
5-Year Production
Peak by July-End

HOLLYWOOD, May 31—A five-year production peak at M-G-M will be reached within the next seven weeks, with five important productions now before the cameras and eight more scheduled to start before the end of July, studio head Dore Schary announced today.

"The current production upswing is a forecast of M-G-M's plans for the remainder of 1955," Schary stated. "We expect this accelerated schedule, with its accompanying vast increase in employment, will continue without interruption through the remainder of the year." Launching the new program is "Tribute to a Bad Man." This will be
(Continued on page 6)

Tune Elected Head
Of Tennessee TOA

Special to THE DAILY
NASHVILLE, May 31—Subscription television and other industry problems were discussed by Alfred Stone, co-chairman of the Committee Against Pay-As-You-See TV, at the annual meeting of the Tennessee Theatre Owners Organization here today.

Norton Tune of Shelbyville who as vice-president of the TOA affiliated group, presided over the meeting in
(Continued on page 6)

With the number of releases from 20th Century-Fox in 1955 expected to hit 28, the company yesterday announced that 13 major attractions will be placed in national release between June and October. Of the total, 12 are CinemaScope, and one is a standard dimension release in black-and-white photography.

Among the June offerings are Charles K. Feldman’s Group Productions presentation of “The Seven Year Itch,” the first to be released through the company’s “Soldier of Fortune” and “The Magnificent Matador.”


August releases are “The Virgin Queen” and “Left Hand of God.”

September releases are “Love Is A Many Splendored Thing” and “The Tall Men.”

October releases are “Seven Cities of Gold” and “The Girl In The Red Velvet Swing.”

RKO Theatres Stock Action Mystifies

Market interest in RKO Theatres stock, evidenced by a 40,000-share turnover in the last two trading days when the price up from $8.65 last Thursday to 9 ¼ at yesterday’s closing, had industry and downtown financial sources at a loss for an explanation.

With Albert List, RKO Theatres' best known and most valuable, a controlling interest, leaving today for a European vacation, it was apparent to observers that no “deals” likely to affect the value of the stock were near to closing. In addition, the company’s latest financial report failed to show any change in earnings prospects which would affect dividend policy. However, working capital has improved, offering the possibility of a diversification move.

Only 33 Films Made in Mexico in ’55

MEXICO CITY, May 31.—Only 33 pictures made in Mexico during the first five months of this year and of those eight were produced by Americans. That was revealed by the National Actors Union which learned that only 500 of its 5,350 members were paid standing in earnings computed in pictures thus far this year. Too stars, among them Pedro Infante, didn’t work in more than two pictures during this period.

Mrs. T. A. Fitzsimmons

Funeral services will be held tomorrow for Mrs. Lillian R. Fitzsimmons, 81, died yesterday. It is a son, Clarence R., and daughters, Mrs. Lillian King, Isabelle Forst, and Alfred W. Crown, all age 81, and young Helen and Richard.

Starr Saluted by Tenn. Association

NASHVILLE, May 31.—Alfred Starr was honored here today as Tennessee's "most d i n / g n i s h e d c o n / t r i b u t i o n / g a n / g e d e x / h i b i t i o n / " at the official luncheon tendered by the Tennessee Theatre Owners Association. Starr, an affiliate of Theatre Owners of Alfred Starr America.

The "salute," part of the organization's biennial board meeting, was given in recognition of Mr. Starr's role in promoting medical education.

George Heller, Head of AFTRA, Dies at 49

George Heller, 49, executive secretary of the American Federation of Television and Radio Artists, died in Roosevelt Hospital here Monday, following a seven weeks illness. Heller, a former actor, composer and play producer, was first vice-president of the Associated Artists and Actors of America before World War II. He helped form the Television Authority in 1949 and became executive secretary of AFTRA in 1952.

He negotiated the first union contracts for radio and television actors and last year negotiated the first pension plan for actors with the four TV networks. He was vice-president of the American Theatre Wing and the American Theatre Authority, and was a member of the executive committee and advisory council of the United Service Organizations Camp Shows. Funeral services will be held at 3:30 P.M. tomorrow at the Riverside Funeral Home, 76th St. and Amstendt Ave.

Survivors include his wife, Mrs. Chura Maha Heller, four sons, and two daughters, Toni and Francisca.

Lait Joins U-I

HOLLYWOOD, May 31.—George Lait, former director of publicity at Columbia Pictures studio, has been appointed general studio public director at Universal-International studios. It was announced by Jack Diamond, president, and Harry Neimeyer, son of Universal's executive vice-president.

By ARGEO SANTUCCI
ROME, May 29 (By Air Mail)—Fewer than 40 feature films will have been placed in production in Italy during the first half of this year compared to twice that number in the corresponding 1954 period, Ettel Monacelli, one of the Italian Association of Producers, who told the Parliamentary Research Institute here.

With members and the Chamber of Deputies among his listeners, Monacelli ascribed the decline in production to the 20 per cent increase in admission taxes imposed last year and to the uncertainty concerning provisions of the new law establishing government subsidies to native production.

With the present law scheduled to expire at the end of the year, Monacelli said from his point on Italian producers will be wary of entering into new production while the provisions of the current law remain unsettled. A production stoppage at this time would be particularly unfortunate, he said, since it would interrupt the flow of product at home and into expert markets just at a time when Italian films are achieving new popularity abroad sources.

Monacelli said that last year 80 Italian pictures were sold to foreign markets for the first time in several years. The Italian industry's goal from foreign markets is about $20,000,000 annually, he said.

Tabunman's Brother, 65

TORONTO, May 31.—T. Ray Tabunman, Eastern Ontario district manager of Famous Players Can- ada, who suffered the loss of his brother, W. Reed Tabunman, 65, by sudden death after retiring as an Otawa civic official only last November. Born in Chicago, he had been a prominent athlete, served overseas in the first World War and was a Mason. The survivors are his wife, two sons and a daughter and one grandson.
After "Blackboard Jungle"

ANOTHER BOX-OFFICE HOTFOOT!

A hitherto forbidden subject, M-G-M has dared to dramatize the revealing best-seller, "THE COBWEB." It will blast the nation just as "Blackboard Jungle" did. The secrets of the psychiatrist’s couch are bared in the strange mansion on the hill whose occupants are caught in the Cobweb of human emotions.

M-G-M presents in CINEMASCOPE and COLOR

"THE COBWEB"

JOHN KERR and SUSAN STRASBERG

with OSCAR LEVANT · TOMMY RETTIG

Screen Play by JOHN PAXTON

Additional Dialogue by William Gibson · From the Novel by William Gibson

Photographed in EASTMAN COLOR

Directed by VINCENTE MINNELLI · Produced by JOHN HOUSEMAN

PUBLICITY!
Condensation of the novel in Woman’s Home Companion, out June 23rd, part of big publicity!
WATCH FOR DARING TRAILER!
Coast-to-Coast: Meet Kim Novak, Ex-Chicago Model, Now Hollywood Star

By ALLEN M. WIDEM

Coast-to-Coast: Meet Kim Novak, Ex-Chicago Model, Now Hollywood Star

The Show Case

Movie Star Kim Novak And Hoc Goof Badly As Big 'Cash'"
With '5 AGAINST THE HOUSE' and KIM...

Columbia has a B.O. combo that's a natural!

And to top the rave reviews, wire services everywhere carried the story of a sensational Kim Novak stunt that made national headline news for 5 AGAINST THE HOUSE!

A PARTIAL LISTING OF THE TOP PERSONALITIES WHO PARTICIPATED IN THE PROMOTION INCLUDE:

BOB BATTLE — Nashville Banner
BUCK HERZOG — Milwaukee Sentinel
NORMAN NADEL — Columbia Citizen
ARNOLD MARKS — Portland Oregon Journal
BETTY CRAIG — Denver Post
EDITH LINDEMAN — Richmond Times-Dispatch
ANN MARSTERS — Chicago American
PAUL HOCHULI — Houston Press
ROBERT STAPP — Rocky Mountain News
JACK GORDON — Fort Worth Press
ALLEN WIDEM — Hartford Times
KASPAR MONOHAN — Pittsburgh Press
JOHN ROSENFIELD — Dallas News
WARNER TWYFORD — Norfolk Virginian-Pilot
EMERY WISTER — Charlotte News
IRVING KUPCINET — Chicago Sun-Times

Kim to Vegas to Bet "5 Against the House"

Kim Novak—in an unusual promotion stunt for her latest Columbia film—will bet "5 Against the House" in the Sands Hotel, Las Vegas gambling casino on Friday for each of more than 100 leading columnists, million picture editors and TV personalities from coast to coast. Winnings from the roulette bets will go to charity.

Screen Play by STIRLING SILLIPHANT, WILLIAM BOWERS and JOHN BARNWELL • Based upon the Good Housekeeping Magazine story by JACK THERRY
Produced by STIRLING SILLIPHANT and JOHN BARNWELL • Directed by PHIL KARLSON.
Grosses

(Continued from page 1)

The New York Herald Tribune yesterday devoted a page and a half, with illustrations, to "The Pro and Con of Subscription Television," as public interest in the subject continues to mount.

The "lead" article by Edwin J. Dale, Jr., of the paper's Washington bureau, states that no decision on video TV by the Federal Communications Commission is to be expected at least a year, perhaps much longer.

Arguments against pay TV are presented by Frank Stanton, president of CBS; arguments in favor, by E. F. McDonald, Jr., president of Zenith Radio Corp. Stanton calls it "a boothee trap" which will hijack Americans. McDonald says all he wants is a chance to show the public what pay TV is, and reflects on the motives of those opposed to it.

Describes Workings

Walter Arm of the "Herald Tribune" staff described the workings of the three pay TV methods—Phono- tion, Telemeter and Statron. Other articles report on the opposition to the Federal TV of David Sarnoff, RCA board chairman; Robert Kintner, ABC president; commercial TV and agency men.

An opinion agency quoted was that of Walter Craig, vice-president in charge of TV-radio for William D. Borgen, president for the sixth week of "Doctor in the House." 

Big Holiday Trade

For Conn. Drive-ins

HARTFORD, May 30—Connecticut drive-in theatre operators were startled by Memorial Day weekend business, with many locations reporting a turnaround trade, particularly on Sunday night.

Regional outdoor attractions included "Battleground" and "Front to Eternity," "End of the Affair," and "Hell's Island.

Downtown first-run as well as suburban and second-run theatres in the key cities, however, did not fare as well, with disappointing grosses reported for many of the new attractions. One philosophical observer noted, "Let's face it. This is the drive-in season, and we can't hope to maintain winter business even though we advertise to the hilt both the show and the air-conditioned comfort."

Production Drops To 28 Pictures

Hollywood, May 31.—The total number of pictures in work this week dropped down to a low of 28. Four pictures were completed while production was started on only one other.

Started was: "Kismet," CinemaScope, Eastman Color (Metro-Goldwyn-Mayer).

Completed were: "Marshall of Medicine Creek," Allied-Brown Prod., Technicolor (Columbia); "Man To Man," Republic; "Bengazi," (Paramount), Superscope, Technicolor; and "Treatise of Pancho Villa," Superscope, Technicolor (RKO Radio).
Here is Ballot's Lineup

The names of the pictures, pro-

ducers and male and female stars

listed on COMPO first nominating

ballots are:

"Adventures of Baja Baja" (Fox),

John Derek, Blanche Stuart; "The Americans"

(RKO), Alan Ladd, Accent; "Three

Men" (MGM), Edmund Purdom, Vic

Andrews, Betsy Blair; "Affair at

Akhens" (MG), Edmund Purdom, Vic

Andrews, Betsy Blair; "A Bridge of

Lies" (Univ.), Ava Gardner, Anthony

Perkins; "Bitter Blossoms" (Univ.),

Gene Tierney, The Bridges of Toko-

ri (Fox), Van Heflin, Ava Gardner;

"The Black Widow" (Fox), Mickey

Roosevelt, Grace Kelly; "Black

Face" (MGM), Dorothy Lamour,

Rickey Beaton, William Tabbert; "Black

Mask" (DCA), John Hodiak, Jane

Henderson; "Body and Soul" (Univ.),

Bobbe Yorget, Ava Gardner; "The

Boddle" (Col.), Alan Ladd, Patricia

Mae, George Pastel, Phillip Stoddard;

"The Chocolate Soldier" (MGM),

Richard Conte, Jean Wallace; "Battle

City" (Fox), Van Heflin, Alabama

Jewel; "The Long Arm of the Law"

(Par.), Ray Milland, Virginia Mayo,

Mackenzie knife, Richard Widmark,

"Team Spirit" (MGM), Van Heflin,

Tom Neal, Ryan O'Neal; "The

Marines" (Param.), Nelson Eddy,

Susan Hayward; "Men of the Sea"

(Univ.), Claude Rains, Henry Wilcoxon,

"Murderer's Row" (Col.), Joe Passini,

Jack Pinson, Miguel Catalan; "The

New Adventures of Huckleberry Finn"

(DCA), Hoot Gibson, Jock Mahoney;

"The Purple Rose" (MGM), Greer

Garson, David Niven; "Quo Vadis"

(Univ.), Robert Taylor, Guy Rolfe,

"Rogue" (MGM), John Hodiak,

Mary Astor; "The Yellow Rose"

(Univ.), Tom Drake, Dan Dailey;

"Stop the World I Want to Get Off"

(Univ.), Richard Widmark, Alice

Talley; "To Each His Own" (Col.),

Greer Garson, Ronald Reagan,

"Tobacco Road" (Col.), Victor

McLaglen, Susan Hayward;

"Ziegfeld Follies" (Warner Bros.),

Nelson Eddy, Jeanette MacDonald;

"Zorba the Greek" (MGM), Anthony

Perkins, Joan Collins, Spider Saloff;

"The Yearling" (Univ.), Gregory

Peck, Elizabeth Taylor, John

Englund; "Yesterday's Children"

(Univ.), John Hodiak, Virginia

Mayo, Robert Hutton; "Yesterdays"

(MGM), Myrna Loy, Fredric

March, Michael Rennie; "Zucchero"

(Univ.), Richard Widmark, Mary

Ames; " JSX 751" (Univ.), Sterling

Hodgins, Gloria Grahame; "Prince of

Players" (Fox), Ronald Reagan,

Gloria Swanson, Jack Carson, Frank

Soggin; "Ninotchka" (Univ.), Carole

Lombard, William Powell; "Nine

Women for the Price of One" (Par.),

Vera Ralston, John Dehner, Jean

Phillips; "Pittsburgh" (Col.), Jack

Carson, Janet Leigh; "The Ringer"

(Fox), Kirby, Doff Ross, Joseph

Green; "The Sporting Life" (Par.),

James Stewart, Grace Kelly; "Rose

& Juliet" (Univ.), Laurence Harvey,

Susan Sontland; "Rope" (MGM),

James Cagney, Robert Mitchum,

"Schindler's List" (DCA), William

Holden, Hamlet Hopper, "Seven

Angry Men" (UA), Raymond, Maxey,

"The Star is Born" (WB), James

Mason, Judy Garland, "The Silver

Chalice" (WB), Jack Paar, Pier Angeli,

Virginia Mayo; "Sign of the Pagan"

(Univ.), Jeff Chandler, "The Sin of

Mrs. Parrot" (Param.), Lee J. Cobb;

"Six Bridges to Cross" (Fox), Tony

Curtis, John Adams; "Smoke Signal"

(Univ.), Dana Andrews; "They're

Not Like Us" (Fox), Don, Jimmy

Cordon, "The Million Dollar

Business Like Show Business" (Fox),

Don, Jimmy Cordon, "On Your Feet"

(Param.), Dean Martin, "The

Tattan's Helden Junglie" (RKO),

Terry O'Quinn, Andrew, Donna

Reed, "Tonight's the Night" (UA),

Dennis Hopper, "The Patsy" (Fox),

Mickey Hargroffe, "Off the Record"

(Univ.), Louisa Bebb, "Follow the

Stars" (MGM), Jack Carson, William

Holden, "Tracks of the Cat" (WB),

Robert Shayne, Teresa Wright;

"Maltese Falcon" (UA), Sam Hennings;

"Underwater" (RKO), Gilbert Roland;

"The Violent Men" (Col.), Jack

Wells; "The Walls of Malador" (UA),

Gary Cooper, Burt Lancaster; "The

Windy City" (Univ.), Robert Mitchum,

Barbara Stanwyce; "White Feather" (Fox),

Robert Mitchum, "The Woman in

Red" (RKO), Clifton Webb, Fred

MacMurray, Cornel Wilde, Van

Heflin, Elizabeth Taylor, Lauren

Arlene Dahl, "White Christmas" (Par.),

Bing Crosby, Rosemary Clooney,

Ver, Ellen; "Women's Prison" (Col.),

Susan Hayward, "Wildfire" (DCA),

Bela Lugosi, "Yellow Skies" (Univ.),

Rock Hudson, "The Yellow Cat"

(Par.).

British Election

(Continued from page 1)

land; Harold Wilson, president of the

Labour Administration.

On the Tory side is Sir Arthur

Pyeckerley Pepper, one-time editor of

The Daily Express, now director of

The Evening Standard, who romped

home with an enormous majority.

It is a majority of 60,000, but

no one in motion pictures or

the Commons when film affairs

come into debate.

There were many film business

proponents, but the most

noteworthy was Dennis Walls, who

was twice CEA president, who

was just defeated for the Parliamentary

at the Labour stronghold of Abergavenny

in Lancashire.

George Elvin, fanatically left-wing

member of the Council of

Allied Technicians once more suffered

a heavy defeat in his contest at

Oxford.

Cinemara to Rome

POME, May 28 (By Air Mail)—

The Palazzo Sistina here has been

selected for the local Cinemara show

case. Now being equipped it is sched-

uled for a late June opening. It will be

the second Cinemara theatre in

Italy.

Fitzgibbons

(Continued from page 1)

brochures and himself, but also secured

a personal office at Paramount Studio

from which he could make produc-

tives to Toronto to direct the affairs

of Canada's largest circuit.

As a result, he learned a report that he

planned to enter the production end of

the industry in California and that

executive changes were about to take

place in the Famous Players organi-

zation.

The Famous Players president, in

Canada since 1930, intimated that the

move behind the move was largely a
desire for a change in climate, al-

though his attention to the Chromatic-tube development would be

facilitated by his presence in

California.

UAC's Net Profit

$132,357 for 1954

OTTAWA, May 31.—United

Press Service announced a net profit of $132,357 in the fiscal

year ended Jan. 1, or 27.9 per cent

lower than the net of $433,023 in the

same period of the previous year.

During 1954, extensive renovations

were completed at six theatres, pres-

ident George Ganeulos reports, add-

ing that all theatres are now equipped

with CinemaScope, wide screens and

many with stereophonic sound.

Ask the man from

Columbia!
MPEA Meets on New Spanish Pact
A meeting of the Motion Picture Export Association here yesterday heard a report on the status of negotiations for a new Spanish film pact.

The report came from Griffith Johnson, MPEA vice-president now in Spain, conducting the talks in the hopes of reaching a new agreement. The old pact, its terms of which will be extended in force until a new agreement is reached. The meeting also discussed the German situation, taking up the proposed German version of the Eady Plan. Johnson is on his way back to Germany in the conclusion of talks in Spain.

Promotion Session At Va. Convention
RICHMOND, Va., May 31—Hal Lyman, president and general manager of the Virginia Motion Picture Theatre Association annual session, told that J. Gordon, Palace Theatre, Newport News, will head the committee for the special promotion-publicity session scheduled for the convention which will be June 14-16, at the Chamberlin Hotel, Old Point Comfort.

A panel of Virginia promotion-minded exhibitors will lead the discussion which will include exhibits and reports by Ernie L. Williams of William Wyatt of Charleston, Va.

Industry leaders have also been secured to speak at the annual business session. Horace Adams, president of the Independent Theatre Owners of Ohio, will lead off on June 15, followed by Robert W. Couric, COMPO special counsel, E. D. Martin, president of the Theatre Owners of America, who heads up the final day’s meeting, Jack Beresin, past chief harker of Variety International, will be the speaker on the final day.

In addition to the business sessions and banquet, a president’s reception is scheduled for the opening evening, with other events on the calendar. Repertoire of its kind of a long weekend, including a comedy-drama exhibition, a tour of the U.S.S. Forrestal, tour of the Byrd Theatre, dinner at the Palace Hotel, a special fair. It was reported that the “Oasis of Good Cheer.”

Frank Downey, 70; Long with M-G-M
HOLLYWOOD, May 31—Funeral services were held here today for Frank Downey, who retired two years ago after serving M-G-M manager in Detroit for 30 years. Downey was 70. Burial was yesterday at Sunday. He is survived by his wife and two children.

Kelley to Stockholm
From THE DAILY BUREAUX

Review
"Son of Sinbad"
(RKO Radio, SuperScope)
Hollywood, May 31

A BOUNTIFUL horde of beautiful women, literally and figuratively, have been assembled in revealing costumes to commercialize on a burst of legend off a movie “Arabian Nights” personalities.

The film is destined to attract the followers of Dale Robertson, Sally Forrest and Mari Blanchard, as well as the set that finds the career of Lili St. Cyr, a school of their year. Sinbad, with teen-age allure likely to chance this fanciful romantic adventure, some obviously needed cuts that would never been missed could insulate healthier returns and better public relations. Sensuous Lili St. Cyr is presented as注射, presenting suggestive, to some, art to others, and superhuman to many. They have been integrative for atmospheres and as bridges for the film’s action, of which there is plenty. The action is both interesting and eye-appealing, but Ted Tetzlaff’s direction is aimed more toward the faith, laughs and glamour. It is in color by Technicolor, and in SuperiorScope.

Production-wise, Robert Sparks piled the film with as much glamor as costumes, dresses and shapely pretties would allow, and flavored the mood with a good musical background by Victor Young.

Story-wise, Aubrey Wisberg and Jack Pollexfen’s screenplay created the son of Sinbad as a devil-may-care, handsome vagabond with an overactive libido. They found a true friend and pal for him in the person of Vincent Price as Omar the Teethmaker, who spends his time playing a kind of Arabian Gymnastics feeding Sinbad, Sinbad the Arabian, a hareem huns, who are on the hunt for the secret formula for an explosive.

When Sally Forrest, servant to the laren queen, finds out Sinbad prefers her to anyone in the laren, she reveals herself as a member of the 40 thieves and enlist their aid in conquering Murad and his men. The heroes of Sinbad, Sally and the 40 girls affair them freedom at the palace and end for Sinbad the title of "number one running time, 88 minutes. Adult classification. Release, in June.

SAMUEL D. BERN'S

Newsreel Censoring In Md. Ends Today
Baltimore, May 31—Effective tomorrow, newsreels in Maryland no longer need to secure a prior censorship. This is the result of the current year’s new law created by the Maryland state legislature. Effective May 31, the general film laws will be brought in line with recent Supreme Court opinions. The Baltimore Court may not go on to find in censorship disputes. Cases may be taken to the Court of Appeals.

Foy’s Opens Tonight In Sydney, Aust.
SYDNEY, Australia, May 31—One of the most important motion picture openings to take place in Australia will be the world premiere tomorrow night of “The Seven Little Foy.” Hope’s new starring film for Paramount.

In a world audience, said to represent a virtual “Who’s Who” of Australian society, civic and business leaders, will be on hand for the premiere which will be held as a benefit for the Australian Cerebral Palsy Fund at the Prince Edward Theatre. Miss Florence, who has arrived here from the United States will star in a special half-hour stage show, and later will attend a reception for a select group of important guests. They will be paying $250 a pair for premiere tickets.

Hope’s appearance at the premiere will be followed by a personal appearance tour Down Under on behalf of the Cerebral Palsy fund drive. He is National Chairman of United Cerebral Palsy in the United States.

Production Firm Formed in Ottawa
TORONTO, May 31—Announcement is made here of the launching of a film producing company in Ottawa, tentatively known as “Screen of Truth and Liberty,” by Russian-born Nicholas Philiphovich Kairitz, 47, graduate of the theatrical Institute of Kharkov, whom stated he had spent some war years in a Nazi prison, and was later held by the government here.

He came to North America in 1947, associated with Kairitz is Fred C. Leavens, president of Freed Theatres Ltd., which has three theatres in Ottawa.

Kautzky Is Named Altec N.E. Mgr.
C. S. Perkins, operating manager of the Canteen Corp., announced that Ralph Kautzky had been made permanent division manager of Altec’s Northeastern division, with headquarters in Chicago. Canteen has been a division of Altec since 1928, when the company was formed. Kautzky has been with Altec since 1928.

James Reelected
From THE DAILY BUREAUX
HOLLYWOOD, May 31—At N. J. James, president of the Publicists Guild with Don Boutelette elected vice-president, Cary Earhart, treasurer, and Barbara West, secretary, it was announced.

National Pre-Selling

U-T’s “Foxfire” will be advertised in national magazines that have combined readership of 146 millions.

Color ads will appear in “Look,” “American Weekly,” “This Week,” “Parade,” “Family Circle” and “Woman’s Day.”

A striking full color ad on “Son of Sinbad” appears in the current issue of “Collier’s.”

“Life” has selected “The Seven Year Itch” for review in the current issue. “The important thing about the movie,” reports the reviewer, “is that it answers the burning question, can Marilyn Monroe also act.” Hal Hinson, in a stab-brick-slap-attached to role, really arrived as a comedienne. Well, she has arrived as a comedienne. “Director Billy Wilder’s ‘Itch’ is an adult, uproarious farce.”

A brilliantly colored front cover on the June issue of “Cosmopolitan” features Shirley Jones, star of Rodgers and Hammerstein’s “Oh, Company.” Credit to the first Todd-AO picture also appears on the cover.

In the same issue is a location story on a Todd-AO Western shot on location by Jon Whitcomb. It is illustrated with full color photos of the cast and a reproduction of the 3-D Todd-AO film on which “Oklahoma” was printed.

A beautifully colored picture of Doris Day highlights a two-page editorial spread devoted to “Love Me or Leave Me” in the current issue. It is further interested in more compelling photos of James Cagney and Doris Day, stars of “Love Me or Leave Me,” as used by “Look.’s” editor who report it to be, “A true story of a singer and a gangster which makes a fine film.”

This Island Earth,” “Love Me or Leave Me,” and “The Purple Mask” receive lavatory reviews in the June issue of “Seventeen.”

Florence Somers, selecting “Love Me or Leave Me” as the “Redbook” picture of the month for June, reports that “James Cagney, who comes close to stealing the show, is crisp, brutal and, at all times, believable and fascinating.”

The Seven Little Foy’s” has been selected to receive “Parent’s” magazine Award as the outstanding family picture for July.

Walt Disney’s “Lady and the Tramp” is advertised in the June issue of “McCall’s.”

“Doddy Long Legs” has been selected by “Parents” Magazine to receive its Medal Award of Special Merit for June.

“Quest for the Lost City” is the subject of the lead review in the May issue of “Woman’s Day.”

WALTER HAAS
On Divorced Circuits
Hope to Ease Restrictions on EFG Project
Modification Is Sought By TOA with D. of J.

Hopes for modifying Department of Justice restrictions on the participation of divorced circuits in Exhibitors-Film Financial Group were voiced here yesterday in Theatre Owners of America circles.

A TOA spokesman, while declining to spell out the restrictions sought by the Justice Department, said that the sought-after restrictions will be the subject of negotiations between TOA, sponsors of EFG, and the Justice Department.

His reluctance to state the restrictions sought by the TOA spokesman explained was due to the possibility of modifying them in negotiations, indicating that currently they are so "tough" that it would severely limit or nullify participation by divorced circuits in EFG now.

In Washington, assistant attorney (Continued on page 3)

Exhibition Must Push Poll Plan To Public: Rhoden

The exhibition phase of the motion picture industry must assume the leadership and expert showmanship in presenting to the American public the details of the national audience awards poll to be held Nov. 17 to Nov. 27, Elmer C. Rhoden, national chairman of the poll, states in a forward to the brochure which COMPO is issuing.

Rhoden appeals for enthusiastic industry support "to make the audience awards program the most effective public relations activity ever conceived by this industry."

The COMPO brochure is being (Continued on page 3)

2,000 in Attendance At ‘Sneak’ of ‘Itch’

Over 2000 celebrities and industry figures attended the "sneak" preview of "The Seven Year Itch" 20th Century-Fox’s CinemaScope release of the Broadway comedy, at the Loew’s State Theatre here last night.

Marilyn Monroe, who stars with (Continued on page 6)

On National Policies
TO SEEK MODIFIED UNIFORM TERMS

Joint Allied-TOA Committee Will Key Plea On Need to Keep Small Houses Operating

By MURRAY HOROWITZ

Sharp modification of uniform, national sales terms as they apply to small theatres will be sought by the joint exhibition committee in the group’s projected talks with Paramount and Warner Brothers, it was learned here in trade quarters yesterday.

The joint Allied States-Theatre Owners of America committee, according to a witness to its strategy, will key its plea on the need to keep the thousands of smaller theatres throughout the country in business. It will be argued, as it was contended when the committee met with 20th Century-Fox, that small theatres cannot stay in business when the big pictures must be by-passed because of fixed rental terms, applicable both to large and small situations.

A clearer understanding of the joint committee’s approach came as the illness of TOA president E. D. Martin necessitated a delay in seeking a meet-

(Continued on page 3)

Senate Delinquency
Hearings to Shift to Hollywood June 15

WASHINGTON, June 1 — Some 20 witnesses, including top Production Code officials, will testify at the Senate juvenile delinquency sub-committee Hollywood hearing later this month.

The sub-committee is prepared to look into the possible effect of motion pictures of juvenile delinquency. According to James H. Bobo, sub-committee counsel, the hearings will take place in Hollywood on June 15 and 16.

Bobo said the committee will hear (Continued on page 3)

Settle Percentage Suit Out of Court

Special to THE DAILY
PORTLAND, Ore., June 1 — Six motion picture distributing companies have settled out of court their claims against the estate of Charles L. McNeil, former owner of the Plaza Theatre here, who committed suicide in 1953.

The distributors had charged the (Continued on page 6)

On National Policies
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(Continued on page 3)
**Personal Mention**

S PYROS P. SKOURAS, president of 20th Century-Fox, returned to New York yesterday from Mexico City. He plans to leave here for the Coast Monday.

W. C. CROSSLAND, executive assistant general sales manager for 20th Century-Fox, will leave New York tomorrow for Hollywood to confer with Al Lichtman, director of distribution, and studio officials.

JAMES PETRILLO, president of the American Federation of Musicians, will arrive here today from Europe aboard the Ile de France.

IRVING SOCHIN, Universal Pictures short subjects sales manager, is visiting Albany and Buffalo from here this week.

FOSTER M. BLAKE, Western Division manager for Universal Pictures, will return here today from Kansas City.

MILTON WEINMEYER, manager of the Royal Theatre in Toledo, and Mrs. Weinheimer, observed their 50th wedding anniversary last Sunday.

MURRAY SILVERSTONE, president of 20th-Fox International Corp., left here yesterday for London.

ELIA KAZAN and Mrs. Kazan, will arrive in New York today from Europe aboard the Ile de France.

IRVING DUTMAN, writer-publicist, will arrive in Rome from New York.

SAM KATZMAN, producer, and FRED SEARS, director, are in Detroit from Hollywood.

LINDA SALZBERGER of Paramount’s foreign publicity department has returned here from Europe.

HARRY ALAN TOWERS, British producer, has returned to London from New York via B.O.A.C. Monarch.

JACK GOLDBERG, M-G-M branch manager in Albany, has returned there from a West Coast vacation.

 BETSY BLAIR will arrive here today from Cannes, France.

LELAND HAYWARD, producer, has returned to New York from Paris.

DIMITRE TROMIN is in New York from Hollywood.

SOL STIEGL, producer, has returned to the Coast from New York.

**Decaye Dividend**

Directors of Decca Records, Inc., yesterday declared a regular quarterly dividend of 17½ per cent, payable on the company’s capital stock payable June 10 to stockholders of record on June 16.

**Hartford Church Official**

**Highly Critical of Films**

Special to THE DAILY
HARTFORD, June 1—Publication of a statement by the Most Rev. J. O’Hara, Bishop of Hartford, sharply criticizing the current lowering of moral standards in motion pictures, has been followed by cancellation of the June 3 regional premiere of RKO’s “Son of Sinbad.”

George E. Landers, Hartford division manager of M. G. M. Theatres, had scheduled the attraction, condemned by the Legion of Decency, for the downtown E. M. Loew’s.

Statement in Review

The publishers’ statement, read in all Roman Catholic churches in the Hartford Archdiocese, was prefaced by mention by title of the KKO release.

The statement declared: “The current lowering of moral standards in motion pictures is a well-known fact. An ever increasing number of pictures get an objectionable classification from competent moral authorities. Also, in the advertising for pictures, both illustration and wording are more and more suggestive.

Young Are Affected

“At a very young age, the American people are horrified and alarmed by the massive evidence of vice and crime polluting the life stream of the nation and affecting the young. They urgently wonder about its causes and remedies.

“Entertainment that seduces and entices are one source of infection. Keeping away from these, and keeping our young people away from them, is both a necessary measure of protection, and a highly effective way of discouraging the production of corrupting pictures.”

**Legion’s “C” to ‘Bed’; Gives 4 ‘B’ Ratings**

The French production of “The Bed” which is being distributed in the United States by RKO, has received the Legion’s “C” rating for the National Legion of Decency, which also awarded “B” classification to four other pictures, according to the Legion’s latest report.

The Legion of Decency condemned “The Bed” because it “consists of a group of episodes all of which gravely offend Christian and traditional standards of moral and decency by reason of combination of immoral actions; suggestive costuming, dialogue, situations and, a sympathetic treatment of divorce.”

Placed in the “B” category were “Adventures of Sabie,” a 20th Century-Fox release; “Children of Paradise,” because it “consists of suggestive costuming, dialogue and situations and a light treatment of marriage”; M-G-M’s “Leather-Cutter” which the Legion said “reflects the acceptability of divorce and has suggestive costuming and sequence”; and M-G-M’s “Seven Woman” which has a “suggestive situation which tends to mislead the young and is suggestive of promiscuity.”

IFE’s “Outlaw Girl” which “tends to arouse sympathy for immoral actions.”

**Heart Attack Fatal to Briwa, N.O. Leader**

NEW ORLEANS, June 1.—Elton F. Briwa, 50, who was active in both motion picture and radio circles in New Orleans for 30 years, died today. His funeral and funeral services were held here yesterday. Death was caused by a heart attack.

Briwa started in the industry as a cashier in the Metro exchange in town, and subsequently worked as public relations associate with Joy X. Houck and L. C. Montgomery in the Film Service Corp., later expanding into theatre operations in Mississippi and Louisiana.

He was vice-president of Bri-Mont Booking and Buying Service. Briwa was a charter member of the New Orleans Variety Club, he held the No. 45.

**Philadelphia Airport Will Have Theatre**

Special to THE DAILY
PHILADELPHIA, June 1.—A 90-seat modern theatre will be constructed in the terminal building of the International Airport here for the convenience and entertainment of passengers and visitors. To be built by Airport Theatre Corp., New York, Inc., it will cost between 15 and 20 thousand dollars to construct and will be open daily from 9 A.M. to midnight, and will offer a 90-minute show consisting of newsreels, comedies, cartoons and travesties. Admission will be 25 cents. Operation is expected to start in three months.

**Rites for Horstman, Jr.**

Funeral services will be held tomorrow for Charles Frank Horstman, Jr., 14-year-old son of Charles F., president of RKO Theatres’ maintenance and construction department, who died suddenly on Monday. Rites will be held at the Fox Theatre in the borough of Lambert at 11 A.M.

**British Industry Counters Rail Strike**

LONDON, June 1.—Emergency plans for film deliveries worked out in advance jointly by the Exhibitors Association and Kinematograph Renters Society reportedly were put into effect without a hitch when strike hit Britain at midnight last Saturday. A detailed tracking plan with standby trains ready to operate at once and in more remote areas individual “cross-overs” between theatre managers who were kept informed of booking details helped meet the emergency.

**Projectionists Picket Re-Opened Theatre**

ALBANY, N. Y., June 1.—Closed for months and prior to that only a weekend operation, the Paramount Theatre here reopened on Tuesday by Jules Perlmuter and was immediately picketed by Motion Picture Operators Local 367.

It marks the first time in many years that an Albany theatre has operated without union projectionists. Perlmuter operates de Luxe Theatres in Lake George and Cohoes, and conventional houses in Chester- ton, and Lake George Village, was reported to have taken the position that patronage in the neighborhood, fringe situation would not be sufficient to pay the union scale. He installed a wide screen and CinemaScope after leaving the house from Neil Hallam.

**Kentucky ‘Fun’ Tax In April Is $90,794**

LOUISVILLE, June 1.—The Kentucky Department of Finance and the Executive Budget statement released today showed that the combined tax revenue derived from amusements during the last quarter, April, totaled $90,794 as compared to $88,102 collected during April of 1954.

The state fiscal agency said that taxes collected for July through April, 1954-1955, was $1,377,321, or an increase of $4,570,374 over the previous comparable period.

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Exhibition Group Plan (Continued from page 1)

People

Edmund C. Grainger, Jr., has returned to the industry law firm of O'Brien, Driscoll & Raferty as tax counsel after having been on leave of absence for the 50th anniversary celebration of the National Jewish Hospital in Denver. The hospital will mark its 50th anniversary this year with a special program of events, according to Andrew Goodman, president of the Hotel Waldorf Astoria on June 9.

Dr. Maurice Nelles, director of research and development of Technicolor Motion Picture Corp., will be given the 1955-56 Distinguished Service Award of the University of South Dakota on June 6 at Vermillion. He is the first person to receive the award which was established in recognition of outstanding contribution to the arts.

George Roberts, treasurer of Boston's Ritzkin circuit, has been elected to represent the Grand Lodge, District No. 1, at the international biennial convention in Washington next year.

Mrs. Gene Barnett of Bri-Mont Booking Service has been elected president of the New Orleans chapter of the Women of the Motion Picture Industry, succeeding Mrs. Connie Aufdemorte. Others elected were Mrs. Orna Johnson, motion picture public relations director; Shirley Polse, United Artists, second vice-president; Mrs. Mary Gerhard, Universal; Mrs. Betty Roberts, United Artists, executive secretary; Mrs. Marie Bergland, MPA, corresponding secretary; Mrs. Ida Messinger, Richards, Center; and Mrs. Arlen Johnson, Paramount; Mrs. Natalie Odom, M-G-M; Ruth Toubman, Southeastern Theatre Equipment Co., and Elizabeth Bacon, United Artists, directors.

Senate Hearings (Continued from page 1) — representatives from the motion picture code and the advertising code. It will also take testimony from independent producers, asking them to put out pictures for adults only," Bobo said. In addition, it expects to call several writers and actors.

Committee chairman Keaner (D., Tenn.) will definitely go out to the Coast for the hearings and it is probable that he will be accompanied by Sen. Langer (R., N.D.). It is not known yet whether the other sub-committee members—Senators Hearings (D., Mo.) Wiley (R., Wise.) and Daniels (D., Tex.)—will accompany the sub-committee.

The East Coast has already looked into press books on several motion pictures and has spent considerable time talking to Code officials.

United Air Reduces Film Freight Rates

Rate reductions of from 46 to 58 per cent on film and 23 other major commodities flown from Allentown-Bethlehem-Easton and Philadelphia to the New York area have been placed in effect by United Air Lines.

Air freight rates from Allentown-Bethlehem-Easton have been cut to $2.57 per 100 pounds; from Philadelphia to $2 per 100 pounds. Similar reductions apply to advertising matter.
IT'S OUR GUESS, after listening to a preview audience howl for the better part of two hours, that the Warners-Leland Hayward production of "Mister Roberts" will hang up one of the top grosses of this and any other year.

Recently in this column we offered an opinion that our major and minor producers were muffing big potential ticket sales through their refusal (or inability) to come up with pictures that would give audiences the big laughs they yearned to enjoy through viewing motion pictures. We suggested the early foundation of this business was accomplished through the exhibition of pictures that made the ticket buyers merry, gave them laughs, sent them home in happy moods. Further, that our theatre patrons do not want to add to their worries through viewing pictures that burden them with additional mental griefs.

We hardly had the sheet out of this typewriter when a sneak showing of "Mister Roberts" at the Pantages answered our prayer. We heard a jammed theatre rocked to its very rafters with about the greatest continuous
laughter ANY theatre has ever had. Not only is "Mister Roberts" packed with good, sock belly laughs, it's an exceptionally fine piece of film entertainment that will pack every theatre in the land that’s fortunate enough to get its play.

We didn’t see the play — also produced by Leland Hayward — but our preview companion had seen it and told us the picture is just 100% better than the stage show that ran for three years in New York and reaped a boxoffice harvest not only there but throughout its long road engagement.

Too—it’s our guess that other big production outfits, once they see this picture, listen to the audience reaction and then view the reports of its big cash take, will shift their thinking, ditch a lot of the heavy material now on their planning boards and reach for material that will produce fun and laughter and be able to watch their own boxoffice barometer rise. True, any of them can’t pick up a "Mister Roberts" in a fast search, but they can change their sights with a greater accent on comedy and find themselves in a better picture business, winning back a lot of the audience they have lost and bringing a lot of new faces to theatre ticket windows.

"Mister Roberts" will be a sock attraction everywhere. Thanks, Mister Warner! Thanks, Mister Hayward!

IMPORTANT!

UNPRECEDENTED!

On Sunday June 19th
Ed Sullivan’s "Toast of the Town", for the first time in its seven years on TV, will be devoted entirely to a motion picture. The picture is MISTER ROBERTS and over 50 million people will be watching!
**Review**

**“The Sea Shall Not Have Them”**

(Angel-U.A.)

A TRULY all-star British cast headed by Michael Redgrave, Dirk Bogarde, Anthony Steel and Nigel Patrick is the lure for the “art house” audiences who would like this film which, as a whole, is a remarkably exciting and touching account of a few days in the lives of several people during World War II. A plane, a rescue launch to move into action, and a tense group waiting on land for the outcome, form the nucleus of this fascinating, melodramatic, melodramatic, emotionally charged story. The film is committed from the screenplay written by Lewis Gilbert and Vernon Harris who adapted it from the novel by John Harris. The top cast contributes fine performances in portraying the various characters, with a few of them certainly more important than any other, although Patrick, as a tough sergeant, goes overboard on his dialect at times.

Near the end of World War II, Redgrave, carrying important documents, is aboard a plane which is shot down over the North Sea. Elderly, and the crew of three scramble into a dingy and wait for rescue from an air/sea rescue launch, which heard their faint radio flash, but can barely locate it. On land, the wives and sweethearts of the men from both the launch and the dingy are shown with some of their problems, and they, too, can only wait. This waiting game moves back and forth to each of the areas with suspense, slowly but surely, increasing. An interesting sidelight is the fact that the air/sea rescue launch is part of the Royal Air Force and not the navy and, as in other films of a similar theme, give audiences a fascinating, if familiar, look at British bravery.

The outcome of the events created by Gilbert, is obvious. The dingy men are rescued under hazardous conditions by the rescue launch. Perhaps the best scenes are the ones of the four drifting men, cold, hungry, injured and completely helpless. Only one woman, but also of their own. Redgrave and Bogarde stand out in these scenes and give the picture much of its quality. Running time, 91 minutes. General classification. For release in June.

**Settle Percentage**

(Continued from page 1)

former owner with under-reporting the number of paid admissions. The claims were based on the assumption that the ministrations of the estate of her husband.

The complaints asserted on the face of the application for the rehearing to his death in 1953.

Bringing the charges were 20th-Fox; Universal, United Artists, Warner Brothers; Loew's, Inc., and Paramount.

Ogil, Premier Asks ‘Jungle’ Withdrawal

TORONTO, June 1—According to a report, which lacks confirmation as yet, Premier Leslie M. Frost of Ontario has made a personal request for the withdrawal from further theatre distribution of "Backboard Jungle" following a number of complaints about its theme. Alderman William Donnison of the Central City Committee, head of women's organization, and the Toronto Board of Education by voted decision had made a demand that the picture be kept off the Ontario Board of Moving Picture Censors. Perhaps significant is the fact that Alderman Frost is the head of the general election, with Ontario voting scheduled for June 9.

"Backboard Jungle," has completed its first runs at Toronto, London, and Hamilton.

O. Exhibitors Face Compensation Hike

COLUMBUS, O., June 1—Theatre owners and other business firms in face costs doubling from increased payments for unemployment compensation if a bill backed by the CIO and approved by the voters in the referendum election, Robert Wille, secretary of the Independent Theatre Owners of Ohio, said. The labor group currently is circulating petitions throughout the state to assure placing the bill on the ballot.

Asks For Trailer

Wille said if the bill is approved it will make the theatre operators doubly difficult. He is asking Ohio exhibitors to agree to run a short trailer urging patrons to vote for the bill should come up for a referenda. He said the labor organization is dissatisfied with results of the November election, Robert Wille, secretary of the Independent Theatre Owners of Ohio, said. The labor group currently is circulating petitions throughout the state to assure placing the bill on the ballot.

**Itch’ Preview**

(Continued from page 1)

Tom Ewell in the Charles K. Feldman Group Productions’ presentation of "The Glass Menagerie," headed by S. M. Carroll and a colorful group of entertainment figures who watched the advance showing of the picture.

Waiting for the arrival of celebrity guests were camera crews from Movietone newsreels and CBS-TV, and a battery of still photographers from New York City newspapers and wire services. Footage shot by CBS-TV was used last night at the network’s late evening news program.

**UA, Holt to Push ‘Run Silent’ Sales**

A long-range advertising-publicity exploitation campaign for “Run Silent, Run Deep” that will extend through its world premiere as a motion picture is being launched this week in behalf of the new novel by Henry Holt & Co., the publishers, and United Artists which has acquired the screen rights to the novel by Commander Edward I. Beach. It was announced by Francis M. Windus, UA national director of advertising, publicity.

The campaign will include heavy advertising budgets covering newspapers, national magazines and book trade publications. The Henry Holt and UA field forces will cooperate in point-of-sale promotions with department stores and other publishing outlets. Special materials will include window cards, counter cards, posters and mailing pieces jointly boosting the book and the forthcoming motion picture.

**Melody’ Bows in Chicago**

M-G-M’s “Interrupted Melody” will open at the United Artists Theatre on June 10, the film company announced.
Among the many luminaries attending last night's special "sneak" preview of the Cinemascope adaptation of "The Seven Year Itch" at the Loew's State Theatre here, are, in the photo to the left, Joe Dimaggio and Marilyn Monroe, who are besieged by photographers. Above: Charles Einfeldt, vice-president of Fox, and Mrs. Einfeldt.

Eugene Picker (l.) Loew's Theatres vice-president, and Ernest Emerling, Loew's Theatres advertising and publicity director.

Hall of Fame baseball immortal Joe Dimaggio and Marilyn Monroe.

Famed composer Richard Rodgers and Mrs. Rodgers.

Song writer Harold Arlen and Margaret Truman.
GET IT NOW!

HERE'S YOUR N.S.S. GUIDE TO MONEY-MAKING SUMMER PROMOTIONS

Your showmanship's got to be hot to pull in the patrons this season! And here's a line-up of ideas that can lead the way with a barrage of razzle-dazzle stunts, gimmicks and audience-getters that are just what you need!

★ Contests
★ Cool Production Trailers
★ Cool Trailers
★ Stage Weddings
★ Gimmicks, Giveaways and Special Shows
★ Drive-In Exploitation Trailers
★ Headers and Trailerettes
★ Order Blank

THE GREAT NEW SUMMER PROMOTIONS MANUAL!

...AT ANY N.S.S. EXCHANGE!

yours just for the asking
ABPT Affiliates

Begin Multiple Approaches to Win Children

Experience to Be Mulled At Sept. Annual Meeting

By MURRAY HOROWITZ

Boost-attendance plans aimed at children and teen-agers are now under way or in the offing at affiliate circuits of American Broadcasting-Paramount Theatres, it was disclosed here yesterday by Edward Hyman, AB-PT vice-president.

The plans, an outgrowth of a long-advocated program of AB-PT president Leonard Goldenson, vary from the introduction of intermediate price scales to a talent contest. The experience garnered from the multiple approach to increase the attendance of youngsters will be one of the major highlights of AB-PT's forthcoming (Continued on page 6)

Harry Buckley, U.A. Veteran, Dies Here

Harry D. Buckley, former vice-president of United Artists Corp., in charge of domestic operations, and executive vice-president and a director of United Artists Theatre Circuit, died at St. Luke's Hospital here yesterday. He was 66 years old.

Buckley retired from U.A. in 1951 at the beginning of the administration headed by the late Paul McNutt which, in turn, was succeeded by the present U.A. administration. He had been with the company since 1925. (Continued on page 6)

Phonevision Rights For U.K. to Korda

CHICAGO June 2—Zenith Radio Corp. has concluded a deal which gives Phonevision rights to the British Isles to Sir Alexander Korda, the company announced here. The deal is similar to one concluded by the company in Canada. (Continued on page 6)

With Restrictions

Loew's Allowed to Acquire Florida Drive-in Theatre

Federal Judge Henry W. Goddard signed an order here yesterday permitting Loew's, Inc., to acquire the Normandy Outdoor Theatre near Jacksonville, Fla., a 1,350-car enterprise. However, Judge Goddard made the acquisition subject to certain conditions, principally in respect to restraint of competition. It was the second drive-in acquired by Loew's since the Paramount consent decree froze on new theatre acquisitions by defendant companies, Loew's took over the Twin Drive-in near Chicago.

Judge Goddard ruled that until the divestitures required by the decree have been completed in Jacksonville, the Normandy shall not exhibit any feature of the eight major companies until after first-run downtown Jacksonville except those pictures that have been released or for which bids have been offered. If the requirements are met, the court will lift the restrictions. (Continued on page 3)

Break Off Talks For New Spanish Film Trade Pact

Negotiations looking toward agreement on a new Spanish pact have been "suspended," the Motion Picture Export Association was informed here yesterday. News of the suspension of talks came from G. Griffith Johnson, MPEA vice-president, who informed MPEA headquarters here of his plans to leave Spain and proceed to Frankfurt, Germany. The failure to reach an agreement was blamed on the "controversial" terms sought by Spanish negotiators in the view of the MPEA.

Spanish negotiators were reported to be seeking a drastic reduction of the number of yearly dubbing permits from 100 to 80; an increase in the price to be paid by the American companies for dubbing; restrictions on the distribution in Spain of American pictures, in addition to a requirement that American film companies distribute Spanish pictures in the U.S.

The suspension of talks was said to rule out at this stage any contemplated trip by MPEA president Eric Johnston to Madrid. There was no indication when talks will be resumed on the new pact aimed at superseding the 1947 agreement. (Continued on page 3)

Superscope Reveals New Sales Policy

From THE DAILY Bureau

HOLLYWOOD, June 2—A plan by which an exhibitor purchasing a pair of Superscope lenses at the established price of $395 will receive a bonus of $100 to be applied on the booking of any Superscope picture that has been out for a week will be announced next Monday, Joseph Tushinsky announced today.

Under the plan, Tushinsky said that an exhibitor placing an order for a pair of SuperScope lenses will receive a validated certificate in which to invest. (Continued on page 6)

"The Seven Year Itch"

[20th Century Fox] (CinemaScope)

MARILYN MONROE and Tom Ewell conspire to provide a rollicking good time for all who see this picture, a comedy which will delight theatre patrons. The box-office should be big, in the opinion of this reviewer.

The principal performers are aided by a breezy, funny script adapted from the Broadway stage hit of the same title and still playing. They received big assists also from bright performances by "bit" players, generous production investments, CinemaScope, and color by Technicolor.

But the big achievements in humor come from the tour de force job turned in by Ewell and the infectious, polished performance of Miss Monroe. In this picture she has grown up a good deal as an actress and her natural beauty is enhanced as a result.

"The Seven Year Itch" is an adult comedy, dealing with the romantic affairs, real and imagined, of a married man struggling to retain his

At Coast Hearings

Senate Group To Appraise Film Codes

Crime Films Effect on Juveniles in Study Also

By J. A. OTTEN

WASHINGTON, June 2—Senator Kefauver (D., Tenn.), chairman of a Senate judiciary subcommittee on juvenile delinquency, said the adequacy of the industry's production and advertising codes would be studied at hearings in Los Angeles later this month.

Kefauver made this statement in the formal subcommittee announcement of the hearings, which will study the effect of crime and horror films on juvenile behavior. The hearings will take place June 14, 15 and 16, and some 20 witnesses will be heard during the three-day session.

The subcommittee is studying the effect of various media on juvenile behavior. A report on the comic book (Continued on page 6)

U.A. Not Changing Operating Policy

Renewed reports that United Artists contemplatives engaging directly in production were dismissed here yesterday by Joseph E. Youngstein, vice-president, whose assignment to Hollywood for an extended stay beginning late this month gave some impetus to the new reports.

Youngstein said no change in U.A.'s operations which would bring it directly into production is contemplated. He said he will spend the summer in Hollywood giving Robert Blumoff, vice-president, in charge of the West Coast operations, a hand in getting more than a dozen productions for U.A. release "off the ground."

The development promises no increase in U.A.'s production and re- (Continued on page 3)

Submit 58 Sketches For Poll Trophies

Fifty-eight sketches of trophies to be presented to the winners of the Audience Awards poll were submitted to COSXO yesterday at a meeting of a committee of industry art directors. Oscar Krasna of Maurice Stempel & Co, was elected chairman of a subcommittee to arrange for a showing (Continued on page 3)
More Than One-Half Of TV Shows No Produced on Film

ROCHESTER, June 2—Motion picture film now accounts for approximately 35 to 60 per cent of television presentation "air time" and is expected to take a larger share of that material in the next five years, T. Gentry Veal, research associate at Kodak Research Laboratories, reported at a meeting of the National Television Film Directors in Washington.

In a talk on television motion picture picture, the Kodak scientist said that the goal of better definition and over-all picture quality, which has recently been a subject for considerable development and research among television and film manufacturers.

Improvement Is Gradual

"Continued development in television apparatus has resulted in a gradual improvement until today it is difficult to distinguish the difference between they who picked up good film reproduction," he said.

In black-and-white TV, this has been possible, he said, by the introduction of a new television tube called the Vidicon. The vidicon provided increased sensitivity and, in addition, plus better storage and amplification of the signals to be televised.

"Within the last few years, the vidicon has made the first pick-up to utilize the storage principle nearly obsolete for film reproduction," he noted.

For color TV, another means of scanning the film image with a moving point of light is now being tried in what is called a flying-spot kinescope. The flying-spot scanner is in practice in experimental and short runs. As a result, the film image must not move relative to the scanning motion while the picture area is being scanned. One solution, Vede noted, is a continuous type of television film project group. Several companies have announced such projectors, including Eastman Kodak.

Copyright Group Formed on Coast

HOLLYWOOD, June 2—Formation of the California Motion Picture Copyright Group, therefore, a non-profit organization composed of members from the allied showbusiness field, was announced here.

Group was formed for educational and fraternal purposes, with monthly meetings for the sharing of information concerning copyright.

Officers elected at the group’s first meeting included as president, Pas-ternak, Paster-ACK, Music Service, president; Bob Marks, E. B. Marks Jr., executive vice-president; Carl Hodel, Song Ads, treasurer; Luisa Field, formerly with Capitol Records, secretary, and Margaret Hubble, American Broadcasting Co., assistant secretary.

Board of Directors elected consists of Paul Mills, Gerry Kates, George Sargent, Bernard P. Pater, Pascack, Ben Oakland, Del Porter, Irving Coster, Carl Post, Dick Kirkham, and Bob Bob-ly.

Hartman to London


Rhoden Coming for Press Meet on Poll

Lunches at which fan magazine and trade press cooperation with the Council of Motion Picture Organizations’ audience poll will be discussed have been scheduled by Roy C. Rhoden, president of National Theatres and National chairman of the poll, will come to New York Aug. 9, and Los Angeles next week to participate in the luncheon discussions.

Smith Boosts Stock Holdings i Rep.

WASHINGTON, June 2 — Bernard E. Smith, Jr., bought 14,250 shares of Republic Pictures Corp. common in April by an acquisition partnership. Smith was a member bought another 5,600 shares, according to a report of the National Association of Securities Dealers.

The report dealt with transactions by officers and directors in their company’s stock. For example, Smith left with 30,000 shares at the end of April, while the partnership was left with 6,000. Smith sold 500 shares of National Theatres common, retaining 1,500. Joseph A. McCollin sold 1,000 shares of Columbia Pictures common, leaving him with 4,148 shares.

Hartman also announced that single star or new young personality may be nominated more than once on any one ballot, as he or she is being judged on the basis of his or her best performance.

Nomination of a picture does not necessarily mean that an exhibitor must nominate stars or promising players appearing in that picture. Nominees may be nominated for their performances in other qualified pictures besides those selected as the best picture, as provided for write-in nominations in all categories.

Names of the most promising new male personalities submitted by the public for nomination are included in the brochure.

Bank Purchases Theatre

BUFFALO, June 2 — The Marine Trust Company of Western New York purchased the old Academy Theatre from Michael D. Perna for about $135,000, it was reported here today. The bank is planning to erect a five to seven story office building on the site.

57 New Players Eligible For Audience Poll

Further explaining the operations of the Audience Award poll, the Council of Motion Picture Organizations yesterday listed 57 players for the "most promising young personalities category.

The first set of nominations covers pictures released between Oct. 1, 1954 and March 31, 1955. Ballots for nominations must be filled out by exhibitors and mailed to Price Waterhouse & Co., 56 Pine Street, New York. Each eligible address envelope is provided for that purpose. Nominating ballots received after July 11 will not be considered. Two ballots will be sent to exhibitors later for nominations of pictures, and players appearing therein, which were released in the April-May-June and the July-Aug.-September 1955 periods.

Exhibitors Also Vote

Exhibitors are permitted on the first set of nominations to select 10 pictures and 10 personalities in each of the four other categories: best performance by an actor, most promising young personality (male) and most promising young personality (female). Although ten nominations are permitted in each of the four indicated categories, a single star or new young personality may be nominated more than once on any one ballot as he or she is being judged on the basis of his or her best performance.

NOMINEES: The rules governing the Academy’s Awards of Merit also provide for write-in nominations in all categories.

Names of the most promising new male personalities submitted for nomination are included in the brochure.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"LOVE ME OR LEAVE ME" in CINEMASCOPE

and Spectacular Stage Presentation

DORIS DAY • JAMES CAGNEY

An A. M. G. Picture

"MOTION PICTURE DAILY" THE NEWSPAPER FOR THE MOVIE TRADE

Friday, June 3, 1955

MOTION PICTURE DAILY

ROBERT S. BENJAMIN, chairman of the board of United Artists, will arrive here Tuesday from Europe over the weekend.

FRANK McGUIRE, Loew’s Theatre district manager in Cleveland, and Mrs. McGUIRE, have returned there from Ireland where they adopted a three-year-old girl.

EDWARD MOREY, Allied Artists vice-president, will arrive here today for his usual visit to the Coast and attend a meeting of the company’s board of directors on June 7.

FRANCIS M. WINEKUS, national director of advertising, publicity and exploitation for United Artists, is in Washington today from New York.

HERB MIRISH, Allied Artists vice-president, will arrive here from Europe over the weekend and will leave for the Coast on Thursday.

JULES STEIN, managing director of Music Corporation of America, returned here from London via B.O.A.C. Monarch.

YOKOHA CANO, M-G-M director, has arrived here from London via B.O.A.C. Monarch on route to Hollywood.

MARC THORSON, assistant story editor for M-G-M, has arrived in London from here via B.O.A.C. Monarch.

Jules A. McCarthy, Southern and Canadian division sales manager for Universal Pictures, will leave New York on Monday for Atlanta.

ALEX HARRISON, Western manager for Sarge and Stein, announced the birth of a daughter, DIANA BETH, on May 31, to Mrs. WachTEL.

F. J. A. McCARTHY, Southern and Canadian division sales manager for Universal Pictures, will leave New York on Monday for Chicago over the weekend.

HARRY O’DELL, Allied Artists’ distributor in Hong Kong, has arrived in Hollywood from there.

JOYCE GRENFELL, British actress, has arrived in New York from London via B.O.A.C. Monarch.

HAROLD AREN, songwriter, will leave New York for Paris via London by B.O.A.C. Monarch.

ALFRED DUFF, executive vice-president of Universal Pictures, will leave here today for Hollywood.

ARTHUR SILVERSTONE, 20th Century-Fox assistant general sales manager in Canada, is here from Canada.

HARRY ROGERS of Rogers & Cowan left New York for Rome yesterday.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherman Kane, Editor. Published daily except Sundays, Saturdays and holidays, by Quigley Publishing Company, Inc., 1250 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3100. Cable address: "Quigpieb, New York." Martin Quigley, President; Martin Quigley, Jr., Editorial Director; Robert V. Fiebert, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Carson, Samuel D. Burns, Manager; William R. Weaver, Editor, Hollywood 7-245; Chicago Bureau, 120 South LaSalle Street, Urban Pyle, Advertising Representative, F. E. Bross; Chicago Daily News, London, 6-345; Washington, J. A. Orr, National Press Club, Washington, D. C. London, 32-333; 120 South LaSalle Street, Urban Pyle, Advertising Representative, F. E. Bross, Entered as second-class matter Sept. 21, 1928, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copy, 10c.
Jubilee Starts June 19
Nickelodeon's Anniversary Plans Nearing Completion

PITTSBURGH, June 2—Plans for an anniversary celebration of the Nickelodeon theatre are now being completed rapidly for the golden jubilee here on June 19. A feature of the occasion, a three-hour-long film, "The Cobweb," will be presented, running from June 13 and continue for the rest of the month.

Interstate Circuit in Texas, Stanley Warner Theatres, Walter Reade Circuit in New Jersey, Shea Theatre in Menos Theatres, and many others from Coast to Coast have made elaborate plans for this "birthday" of the nickelodeon, which opened here in the Pittsburgh district as well as a number of independent exhibitors in independent towns.

In addition to the world premiere, the Pittsburgh theatre will also host a special International program of Western Pennsylvania and showmen throughout this area at the new nickelodeon in the district.

O'Hara theatre circuits throughout the country are joining in the Golden Anniversary observance with celebrations which will start 7,000 Daily Admissions.

The venture was a success from the start and shows lasted from 13 to 20 minutes each from 8:00 a.m. to midnight. Seldom was a show preempted when one was delivered and the box office frequently had as many as 7,000 admissions in a day.

Today, any theatre circuit throughout the country is joining in the Golden Anniversary observance with celebrations which will start 7,000 Daily Admissions.

Spanish Pact

Spanish restrictions on the distribution of all foreign pictures in Spain has led to distribution of Spanish pictures in the ratio of five foreign pictures to one Spanish film. Another restriction calls for the distribution of eight Spanish pictures in the U.S. to be handled among the seven U.S. companies through retention distribution offices in Spain.

U.A.

(Continued from page 1)

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U.A.

(Continued from page 1)

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THE CURTAIN'S RISING ON

Paramount's Biggest Promotion

BOB HOPE NATIONWIDE TOUR— in-person appearances to meet the press and public... and to skyrocket interest in the picture everywhere! Bob's itinerary includes strategically selected cities from coast to coast—all of them important population hubs from which saturation publicity will reach to all local areas.

TIE-UPS GALORE— get all the details in the Paramount pressbook. Country-blanketing TV plugs from Bulova Watches—11,000 drug and candy store displays and Saturday Evening Post page ads from Page & Shaw—point of sales displays from Sonic Capri Radio-Phonographs are typical of this great merchandising!

Color by Technicolor

starring

BOB HOPE as Eddie Foy
for "The Seven Little Foys"

FULL COLOR NATIONAL ADS AND TERRIFIC TV-RADIO COVERAGE—Life, Saturday Evening Post, Woman's Home Companion, American Weekly color pages—plus page ads in Seventeen and 11 fan magazines to grand total of 125 million readers. Top air shows to millions more via rating-leaders like Ed Sullivan's Toast of the Town, Edward R. Murrow's "Person to Person," Lux Video Theatre, General Foods NBC program, Arthur Godfrey, Dave Garroway, "Home" and many, many more.

—ALL ADDING UP TO AN ALL-OUT UPROAR OF PRESELLING THAT STARTS NOW, REACHES A PEAK IN JULY AND CONTINUES ALL SUMMER LONG...

Co-starring

MILLY VITALE

with

GEORGE TOBIAS • ANGELA CLARKE

Produced by

JACK ROSE • MELVILLE SHAVELSON

Directed by

JACK ROSE

Written for the Screen by

MELVILLE SHAVELSON and JACK ROSE
Senate Group

(Continued from page 1)

industry was filed last year, and a report on the television industry is due shortly.

"The profound influence of the movies on behavior of the youth of our nation has been noted by many social scientists," Keaauer declared today. "In our television hearings, it was indicated that the excess of crime and violence shown on the television screen tended to make a child immune to human suffering and could lead to delinquency.

"In our study of the motion picture industry, we will also consider the effect of motion picture advertising and promotion and its influence on juvenile conduct.

Industry to Assist

"Officials of the industry will assist us in examining their code with an eye toward evaluating the code in the light of the effect of crime and horror motion pictures on juvenile conduct." The subcommittee staff has been examining film pressbooks and has held numerous conversations with Production and Advertising Code officials. Members of the subcommittee, in addition to Keaauer, are Senators Daniel (D., Tex.), Hennings (D., Ohio), Langer (R., N. D.) and Wiley (R., Wisc.).

Skouras Address

Spyros P. Skouras, president of 20th Century-Fox, and honorary chairman for the fund raising drive of New York Medical College at Flower of Fifth Avenue Hotel here, delivered his address at an advertising dinner last night. The Medical College is seeking to raise $10,000,000.

THEY DON'T COME ANY BIGGER THAN....... from Columbia

Harry Buckley

(Continued from page 1)

the old film agreement which expired inactivates, since spending his winters in Arizona and traveling abroad, but remained a member of the U. A. T. C. board of directors and attended one of its meetings last week. He was one of the original U. A. T. C. stockholders and became one of its largest stockholders up to the time of his death.

His health suffered a setback a year ago, although he had taken treatments for high blood pressure at Duke University previously. He was stricken a few days ago while visiting Josephine Mezger in the latter's hotel apartment here, and was removed to St. Luke's Hospital.

Mrs. Buckley is survived by his wife, Florence. The couple had no children. Mrs. Buckley was related to Douglas Fairbanks.

Funeral services and burial will be held in Buckley's native city, St. Louis. He started his theatre business at the age of 21 as manager of the Garrick, later the Columbia Theatre. After service in World War I he was made Kansas City branch manager for the newly formed U. A., and later was transferred to the Los Angeles exchange as manager. He supervised road shows such as "Robin Hood" and "Thief of Bagdad"; then became personal and business manager for Mary Pickford and Douglas Fairbanks, and subsequently a U. A. executive at the home office.

Phonevision

(Continued from page 1)

Zenith last year with the Rola Co. of Melbourne, Australia.

Zenith said that Korda plans to ask the British government to authorize subscription television.

"The Seven Year Itch"

(Continued from page 1)

loyalty to his wife and child, both away from home for the summer. The humor, which at times veers close to the bawdy side, remains on the whole good fun, a hilarious spoof at the predicament in which the imaginative six find themselves.

The tone of the picture is set early by the multi-colored patchwork of boxed credits, names and their roles flashing from different sections of the screen. When the Indians would send their families away to escape the summer heat, then, the scene shifts to Grand Central station, where the modern version of the summer send-off is enacted, introducing Elwell and his family, his wife Evelyn Keyes and young son, Butch Bernard. Torn, pledging himself to a summer without cigarettes, cards and the corner saloon, has a tough time. Miss Monroe becomes the key to the story of his converted duplex midtown New York apartment.

In a "Secret Life of Walter Mitty" sequence, strictly on the romantic level, he sees himself in varying roles of irresistibility to women. Thanks to his skill and pace all come off very well. Then, in reality, Miss Monroe comes down to his apartment for a drink, and as a young lady from Des Moines, Iowa, his latest girl friend goes a bit awry. She would rather slap chop-sticks than be swayed by Rachmaninoff's music, or Ewell's dreamed-of charms. The situation becomes further complicated when she spends the night in his apartment, hired by his air-conditioning, a night quite innocent, much to family-man Elwell's relief.

The above are the high-points of a jam-packed episodic plot, featuring sequences with the interior, insect, ladybug, Victor Moore, and others. There are amusing sequences burlesquing the covers of pocket-size books. Elwell's job is with a publishing firm of cheap paper-bound editions. Also the beach scene from the picture "Picnic at Hanging Rock." Charles K. Feldman and Billy Wilder produce while Wilder directed and did the screenplay in conjunction with George Axelrod, the playwright. Others in the cast include Sonja Tutto, Madeleine Carroll, Dorothy Jones, Doro Merando and Dorothy Ford.

Running time, 105 minutes. Adult classification. For June release.

Poll Trophies

(Continued from page 1)

of the sketches within the next week at the exhibition hall of the Art Directors' Club, 135 East 49th Street. Other members of the subcommittee are Stuart Lipoff of 20th Century-Fox and Mrs. Victor Ford of Warner Bros. Pictures.

Krauss will arrange with the president of the Art Directors' Club to meet with managers of the competing artists to select the five best sketches.

A similar showing will be held later before the advertising and theatrical directors of the major companies, who also will be asked to select the five sketches which in their opinion are the most appropriate.

Secret Selections

Each list will be kept secret until the next meeting of the full art directors committee at a date to be announced later.

The following members of the art directors' committee attended the judging and submitted sketches: L. A. Mezger of Buchanan & Co., Lou Clayman and Krauss of Monroe Greenthal & Co., Sam Roberts of 20th Century-Fox, Harry Marcus of Loew's Theatres, and Bill Gold of Warner Bros. Pictures. Other members of the committee who were unable to be present are Victor Sedlau of 20th Century-Fox, Everett Walsh of Columbia Pictures and William Schneider of Donalhue & Co.

"Moonfoot' to Palace

"Moonfoot," new M-G-M CinemaScope production in Eastman color and starring Stewart Granger, Viveca Lindfors and George Sanders, a resolution defeat it will have its premiere New York showing at the RKO Palace on Broadway on June 24. Universal's "Ain't Misbehavin'" will follow on July 1.

AB-PT

(Continued from page 1)

annual meet of AB-PT affiliate executives, to be held in September, Hyman said.

Within the next ten weeks, United Detroit Theatres will inaugurate a talent contest with its key theme. The contest will be capped by a grand final performance at Detroit's Michigan Theatre, presenting with the 25 radio and TV stations, and a trip to Hollywood for screen tests for the winners.

Three Separate Plans

Tri-States Theatres, headquartered Des Moines, has launched the first separate children and teen-age plans, featuring varying intermediate price scales, the formation of teen-age film clubs, and the creation of special shows. Other features of the plans are tie-ups with a local discount program, the running of membership applications in local newspapers and the running of cooperation of the first six weeks.

On three weeks of the existence of the teen-age plan in Davenport Ia., Henry Pudle of the Capitol, commented: "I thought that this theatre was getting all these teenagers, but the plan had convinced him that they could be persuaded to come and others now and others could readily see the need to go after this age group.

Experiments Worthwhile

AB-PT vice-president Hyman, in response to a question, explained that a week's experiment will be garnered from the experiments now being conducted by AB-PT affiliate circuits. This material, he went on, based on actual, practical experience rather than theory will be forwarded to production-distribution organizations in order to win their cooperation, in addition to being made available to the industry at the proper time.

Superscope

(Continued from page 1)

Davies, has continued, that there is not just one answer on how to build the "audience of the future," and that the approaches now being utilized should supply the best ones to follow for increased patronage by the youngsters.

Lands Jack Warner For Prize Proposal

HOLLYWOOD, June 2 — Jack Warner, executive producer of Warner Brothers, was commended by the Writers Guild, West, for suggesting to the Pulitzer Prize committee that it consider an annual award for screen writing. It was announced here today by Guild president Edmund Hartman.

In a telegram to Warner, Hartman said: "At a joint meeting of the Writers Guild of America, West, and Screen Writers Guild, the resolution was unanimously passed commending you for suggesting that a Pulitzer Prize be awarded annually for screen writing."

Friday, June 3, 1955
EDITORIAL

Work of Committee Against Toll TV

By Sherwin Kane

A long chapter in the spirited controversy over subscription television is scheduled to close Thursday, the deadline for filing viewpoints on the subject, pro and con, with the FCC.

Public opinion, which at the outset ran heavily in favor of toll TV, has since swung in the opposite direction. The exhibitors' Committee Against Toll TV was in the main responsible for that reversal through its spirited activities in recent months. Theatre owners throughout the country owe the committee, and its particular, its co-chairmen, Alfred Starr and Trueman Rambusch, a vote of thanks.

The committee provided the first and only organized opposition to toll TV, which had held the field unopposed for many years. In the past few months it has successfully demonstrated that a very real and very important public interest is involved in the question; it has won converts to its ranks, and it has waged such a telling campaign that today it is virtually a certainty that subscription TV will not be authorized by the FCC for a long time to come, if ever.

Among other accomplishments of the committee is a noticeable change in press thinking on the subject of toll TV.

Up until only a few weeks ago, press opinion was almost wholly in favor of toll TV. Now there is the opposite, that is to be discerned; a great deal of more careful weighing of opinion, and more spoiling of the whole idea of the public being charged for a reasonable facsimile of what it now receives free; such as the amusing Nick Kenny nursery rhymes published in the New York "Mirror".

NBC Files Brief

Pay-TV Will Destroy Free Medium, Sarnoff Tells FCC

From THE DAILY Bureau

WASHINGTON, June 5. — Subscription television will degrade and ultimately destroy free television, Brig. General David Sarnoff, chairman of the board of the National Broadcasting Co., warned in a statement filed here with the Federal Communications Commission.

"The pay-television promoters' philosophy of cash-on-the-barrelhead television is not in the public interest," Sarnoff declared in the NBC comments. Among major points against subscription television made by General Sarnoff were:

1. Subscription television programming quality would suffer.
2. Outstanding programs and stars

ITOA Backs City Bill

On Cooling Systems

Independence Theatre Owners Association of New York is urging members to support a measure introduced in the City Council by Majority Leader Joseph Sharkey which would eliminate the present requirement that a licensed operator be employed wherever free refrigeration systems up to 90 horse-power are in use.

ITOA points out that passage of

EXTENSION OF WAGE-HOUR LAW IS SEEN UNLIKELY THIS YEAR

From THE DAILY Bureau

WASHINGTON, June 5. — There'll be no extension or coverage of the Federal minimum wage law to theatres this year.

That now seems assured as a result of a Senate labor subcommittee's unanimous decision on Friday to postpone indefinitely any action extending the coverage of the Federal wage-hour law. The House labor committee last month made a similar decision. At present, all theatres are exempt from the law.

The Senate subcommittee did decide, however, to boost the present 75 cents an hour minimum for film production workers and others already covered to $1, effective next January. The Senate committee is still holding hearings on this question.

The Administration proposed an increase to 90 cents an hour and urged

See More Delays

Prospects Dim For Immediate Joint Meetings

Balaban to Europe This June; WB Men on Coast

Prospects appeared to look dim at the weekend for meetings in the near future between the joint exhibition committee and the presidents of Warner Brothers and Paramount.

It was learned that Paramount president Harry Warner, who is planning an extended trip to Europe this month and much of his time currently is being spent on clearing up a congested desk before his departure.

Warner Brothers president Harry Warner, who is also considering unity that he would make a trip East for the proposed meeting with the joint Allied States-Theatre Owners of America committee.

In addition, WB distribution director Ben Kalmenson is not expected to return to New York from Hollywood, where he is visiting, for another three weeks. Complicating the picture is the

New French Pact

Talks This Week

Negotiations on a new French film pact will get underway this week with the scheduled arrival here today of Jacques Flaud, head of the National Cinematographic Center, the French Government film agency.

Flaud upon his arrival in New York will be tendered a luncheon this afternoon at the Harvard Club, to be attended by Eric Johnston, president of the Motion Picture Association.

Hospital ‘Telethon’ Set for Tomorrow

Exhibitor chairman, branch managers of all the companies, bookers, film salesmen, field publicity planners and exhibitors will gather tomorrow at 11:30 A.M. in the 31 exchange center to take part in a "telethon" that will kick off the emergency one-day audience collection drive for the Will Rogers Memorial Hospital.

The "telethon" will originate from the Stanley Warner board room in New York. Taking part will be

(Continued on page 6)
**Motion Picture Daily**

Monday, June 6, 1955

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**Personal Mention**

**William Perleberg** and **George Seaton** arrived here over the weekend from Puerto Rico, en route to Hollywood.

**Sandra Block**, secretary to 20th Century-Fox assistant executive manager, had a new baby, a daughter, now named to Shirley Cohen, in New York, over the weekend. The couple is honeymooning in Florida.

**Lew Scheifer**, executive manager at 20th Century-Fox Studio, has returned to MGM for Europe from New York on Saturday.

**E. K. (Ted) O'Shea**, Paramount distribution vice-president, returned to New York at the weekend from Boston.

**William Gill**, managing director of Fox Corp. of England, arrived here on Saturday from London via B.O.A.C. Monarch.

**Arthur Schenck** and Howard W. Koch, producers, have left Hollywood over the weekend for New York.

**Mike Simons**, M-G-M director of customer relations, left New York at the weekend for St. Louis.

**Every Austin**, M-G-M exploitation director, has left New York for the weekend in St. Louis.

**Hugh Owen**, Paramount distribution manager, has returned from New York today from the West Coast.

**Morgan Hughes**, M-G-M studio publicist, has returned to Hollywood from London.

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**100 Sign Up to Date For Golf Tourney**

More than 100 applications have been received indicating participation in the fourth annual film industry golf tournament and banquet sponsored by Cinema Lodge of B'nai B'rith to be held at the Xerxes Hills Country Club at Tuckahoe, N. Y., on Thursday. At the same time, chairman Martin Lubin of Associated Film Theatres Inc., and well-known golf pro and entertainer, would join the industries on the links and stage a demonstration.


The building contains a 400-seat theater adaptable to all-type picture projection, as well as television.

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**Editorial**

(Continued from page 1)

Last Friday and reproduced elsewhere in this issue.

A typical journalistic approach to toll TV, up to a few weeks ago, was one inspired and encouraged by the latenight's programming, which could be summed up in these words: Why not give subscription television a trial and let the public decide? If it isn't wanted, that will be revealed quickly enough and pay TV will collapse of its weight.

Such an argument, of course, completely overlooked the true state of affairs, which is that no one, not even the exhibitors' committee, is opposed to a trial of toll TV if it's over closed circuits and not free channels using the public air.

It is largely to the credit of the Committee Against Toll TV that such shallow reasoning is becoming a rarity in press comment on the subject.

It is largely to the credit of the showmanship that, as the campaign enters its decisive stages there is in existence an effective opposition force, well trained and well armed, where once the toll TV forces held the field alone.

American exhibitors are greatly indebted to the committee and its leaders.

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**SW to Aid Audience Poll**

Samuel Rosen, executive vice-president of the Stanley Warner Management Corp., has announcedskin for publication in COMPO brochures on the national Audience Awards poll, stated that the Stanley Warner and Fabric television theaters will cooperate 100 per cent in helping to make it an outstanding success.

They will immediately endorse the COMPO national Audience Awards poll, "Rosen said, and believe it is the right step for the over-all television entertainment development. It provides a fine vehicle for the excellent showmanship of which our industry is capable. I am hopeful that everyone in the country will get behind it, and give it its full support. The Stanley Warner and Fabian theaters will cooperate 100 per cent in helping to make it an outstanding success.

The motion picture industry is to be congratulated that Elmer Rhodes has assumed the national chairmanship for he can provide the leadership so vitally needed in a campaign of this magnitude."

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**Poll Ad-Publicity Meeting Here Friday**

A top level meeting on the Audience Poll campaign will be held here on Friday, with Elmer Rhodes, national Audience Awards chairman, on hand.

The meeting, called by the advertising-publicity committee of the Motion Picture Council, will be attended by Robert Coyne, special council of the Council of Motion Picture Councilsmanship, and Charles McCarthy, COMPO public information director. The campaign is being conducted under COMPO's auspices.

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**Brochure**

(Continued from page 1)

production will come from the nationwide audience the election campaign will focus on young personalitites. With 20 young male players and 20 female players contending for national honors, it is inevitable that the choice is made by the public. By building these young people in the public mind, the Audience Awards election will create new boxoffice values, thus making it infinitely easier for studios to cast future pictures.

In addition the election will give production authentic information regarding public preferences, both for pictures and players. Regional preferences also will be revealed.

"Besides all these direct benefits, probably the greatest good that the poll will do for the entire industry. The election campaign will create interest in the movies again greater interest in movies and stimulate audience attendance. This is not speculation: regional and local studies of rating Korvetts have shown a number of areas have shown that the boxoffice directly benefits."

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**Start Ohio Censor Hearings Thursday Before Senate Unit**

Special to THE DAILY

COLUMBUS, O., June 5—Hearings on the Ohio state censorship bill, which has passed the House, will begin on Thursday before the Senate Education Committee.

The Censorship committee is State Senator Charles A. Mosher, an avowed opponent of film censorship who has been pressing the bill. Senate hearings will be held in Columbus on Friday and in Chicago on Saturday.

The New York discussions were attended by Governor Sauveur of Detroit and Cleveland; Arnold Van Leer, Boston and New Haven; Edward J. Toll, Philadelphia; and Al Weiss, Philadelphia and Washington.

The field men at the Chicago meeting included lessor representatives from Jacksonville and Atlanta; Pete Bayes, Denver and Salt Lake City; Robert Bixler, Dallas, Oklahoma City, Menominee and New Orleans; Robert Blais, Los Angeles and San Francisco; Ralph Buring, Cincinnati and Pitts- burgh; Robert Miller, Kansas City; E. G. Fitzgibbon, Chicago, Milwaukee and Minneapolis; Ed Chisholm, St. Louis and Omaha; Walter Hoffman, Seattle and Portland, and Win Barron, Canada.

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**Chairmen Named For ‘Summertime’**

**Mrs. William C. T. Gaylor** has been named chairman and Robert W. Dowling vice-chairman of the premiere committee for the Astor Theatre opening of New York of “Summertime” on June 21.

Proceeds from the premiere of the film starring Katharine Hepburn and Arline Herbnorn and Rosasco Brau, will go to the “Salute to France” program being carried on by the American National Theatre and Academy to further Franco-American cultural relations.

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**Ginsburg Buys ‘Actor’**

HOLLYWOOD, June 5. — Producer Henry Ginsburg bought the screen rights to Niven Busch's novel, “The Actor,” for Morris Farrow's next production, and will announce production plans for it shortly.

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**Promotes Farrow**

HOLLYWOOD, June 5. — Mike Todd elevated director John Farrow to producer-directorship for “Around the World in 80 Days.”

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**To Limit ‘Jungle In Seattle, Wash.**

ST. LOUIS, June 5. — John Harnick Theatre has advised the Seattle Council that it will voluntarily restrict showings of "Blackboard Jungle" to persons over 16. However, the Board of Theatre Supervisors indicated that it would prefer the picture be shown only to patrons over 18.

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**Motion Picture Herald**

Motion Picture Herald: Motion Picture and Television Almanac; Fame. Entered as third class matter Sept. 21, 1928, at the post office at New York, N. Y., under the act of copies, 18c.
**Sarnoff Says**

*(Continued from page 1)*

would move from free to pay-television.

2) Sports events would move from free to pay-television.

3) Public service programming would suffer.

4) Motion picture producers may gain control of TV programs.

5) Pay-television would black-out free television for millions.

General Sarnoff pointed out that most of the promoters of pay-television had said that he would invest any of his money in building new broadcasting stations to transmit pay-television programs. They plan to use the facilities that free television has built and supports at great cost.

**Advertising Issue**

"The pay-television promoters attack present free television programming with the statement that it is not in fact free because it is paid for by advertisements, reflected in the prices of the products," Sarnoff said. "This argument is as absurd as contending that Colgate's purchase of new clothing subsidize the press and that, were there no press, automobiles and clothing would cost the consumer less.

"Bluntly stated, the pay-television promoters are looking out of both sides of their mouth at the same time. They tell the public they would continue to get the same free programs they now receive and that pay-television would be just a "supplemental service." But when the public to write to Washington endorsing this purely "supplemental service" they suggest these same promoters have already pointed out that should this Commission adopt their proposals vast sums could be obtained from the public by moving programs, such as Peter Pan and outstanding sporting events, from free television to pay-television.

"Further, the petitions these promoters have filed with the commission carefully avoid any commitment that pay-television would not carry advertising. Obviously this omission was not merely inadvertent.

Sarnoff declared that "pay-television makes strange bedfellows and the recent alliance between the powerful motion picture interests and the pay-television promoters is highly significant. For years the television picture companies have refused to make their products available for television. This refusal applied to the old pictures in their vaults as well as to their new products.

**Hits MPA**

*On May 24, 1954 a new approach was signaled by the spokesman for the motion picture industry, Mr. Johnston, president of the Motion Picture Association, Mr. Johnston wholeheartedly endorsed pay-television.*

"The reason for the abrupt Hollywood turnaround is obvious. Paramount Pictures, promoter of Telenet pay-television, and other movie producers, having been legally dis-"" tucked by the courts from several thousand theatre circuit which was were so long wedged, are now left marrying to marriage to cash boxes which can be attached to thirty-five million television receivers now in America homes," he charged.

**Group Asks Delay On June 9 Deadline For Pay-TV Replies**

The National League of Televisioners, a group of organizations for Free-TV, has asked the Federal Communications Commission for postponement of the imminent deadline for receiving comments on subscription television from "interested parties" until Sept. 9, according to chairman Joseph J. Mahoney of Newark, N. J.

Mahoney told the FCC that 65,000 television viewers needed the post-""ponement to become fully informed on the toll-subject"" and suggested that the deadline be put off for three months and asked that the network conduct an ""honest poll"" through 30-second announcements on the 10 most popular programs.

The chairman of the National League of Televisioners predicted that at least 70,000 letters would reach the FCC if it adheres to the deadline, allowing the public to make known its views on subscription television.

**Rumbusch Says**

Truman Rumbusch, co-chairman of the Committee Against Pay-As-You-See TV, declared that the ""cable dream"" that Mahoney's request was ""an independent action. Neither our committee nor any Free-TV has asked for a postponement."

Rumbusch said that the committee's local councils, with a total membership of 500,000, was fully prepared to file comments to meet the June 9 deadline. ""I doubt very much, at this late date, that the FCC will act on a cable development,"" he said, ""but if such a thing should happen I have the feeling that pay-to-see TV is really going against the grain of an American"", so to speak, next September," the Allied States Association official added.

The flood of mail in recent weeks from rank-and-file set-owners all over the nation protesting to the FCC is an attempt to make it clear that free TV is not a fad. The waves is convincing proof, I feel, that the American public is now beginning to realize what a dangerous proposition toll-television is, and I am sure that the FCC will resist it,"" Rumbusch added. ""With letters currently running four and five to one against subscription TV and the FCC continuing to strongly against them, I have the feeling that the proponents would gladly replace us with the time September rolled around."

**In Cleveland**

The Organizations for Free-TV announced on Friday that A. K. Gudaitas, of Berea, O., had formed the Greater Cleveland Set-Owners for Free-TV and will serve as chairman of the group opposing subscription television. Gudaitas described the move as ""spontaneous"" and said that he grew out of casual conversations with neighbors and business acquaintances who expressed concern that pay-to-see TV was going to ""swallow up the programs we enjoy watching at home with channel hopping."

In the opposite corner of the toll-television ring, Moss Hart, president of the Dramatists Guild of the Authors League, who has been publicly dissatisfied with the way his group desires to put itself on record as favoring the authorization of the toll-subject, won the support of two Periskos, one the Hi-Way.

**Mother Goose Goes Pay TV**

In his T-Viewing and Radio column in the New York Daily Mirror, Nick Kenny on Friday wrote that he dreamed he met Old Mother Goose and that she told him a character in a famous old rhyme. Out of the conversation came a stream-lined version of the old rhymes, which are reprinted here by permission of the ""Mirror."

- Baa baa Black Sheep, Have you any douch? Yes sir, yes sir I'll have you know Some for my coffee And some for my tea But when pay-television That's older than me! Sing a song of TV sets Full of money slots Where you put your coin To see old film shots your set has cost you plenty But you still must pay and pay To see a lot of garbage That you're seeing free to-day! • And where is your fortune my pretty maid? My face is my fortune, my money has no face! • Then I can't marry you? Sir, why not? Your face won't fit in a TV slot! • There was a man in our town And he was a very wise man He bought himself a TV set The twenty-one inch size But when pay-television came With all his might and main He crapped up his TV set And sent it back again!

- Little Bo Peep Was losing sleep Till pay TV came in view Now she uses her set For a small divinity And she's saved money, too.

- Little Boy Blue come blow your douch On the pipe of the poke of a video show Where is the boy? I'll make you a bet He's got his TV for a radio set!

- Jack Spratt could eat no fat His wife could eat no lean For all their money went into Their pay-TV machine!

- Twinkle Twinkle TV set All my hard earned cash you get I'll be TV's shackle slave From the cradle to the grave!

- Tom Thumb the piper's son Stole a dime and ran away he ran He put it in the TV pocket Now he's whistling Davey Crockett!

- Little Miss Muffet sat on a puffet Watching a pay TV show Along came a spider and sat down beside her And snorted ""For you pay douch!"

- Simple Simon Put a dime in His see a ""me"" fight One punch and biff The bout was off... Now Simon's fit to bie!

- Little Jack Horner Sat in a corner He bought a new TV set But, oh, what a pity He couldn't feed the kitty So ""me"" dimes should could he get.

**Compo Ad Lists 40 Summer Releases**

The 45th in the series of COMPO ads in ""Editor & Publisher"" which appeared Saturday, June 4, lists 40 pictures to be released by major producers this summer to the motion picture theatres of the country. The list, below, then, is what Allied Artists: ""Shotgun,"" ""Witchita,"" ""The Warriors,"" and ""The Body Snatchers."

- Columbia: ""Five Against The House,"" ""A Prize Of Gold,"" ""The Man From Laramie,"" and ""Reckoning.

- Metro-Goldwyn-Mayer: ""Love Me Or Leave Me,"" ""Interrupted Melodies,"" and ""It's Always Fair Weather."

- Paramount: ""Strategic Air Command,"" ""The Seven Little Fways,"" ""That's Never Young,"" and ""You're Never Too Young."

- RKO: ""Son of Sinbad,"" ""Pearl of the North Pacific,"" ""The Boy and the Bull,"" and ""Bengazi."

- Republic: ""The Road To Denver,"" ""Flame Of The Island,"" ""Mag, Flip, and ""The Last Command."

- 20th Century-Fox: ""Daddy Long Legs,"" ""The Seven Year Itch,"" ""Picnic,"" ""Fortune,"" and ""The Virgin Queen."

- United Artists: ""Not As A Stranger,"" ""The Night of the Hunter,"" ""The Kentuckian,"" and ""Summertime."

- Universal-International: ""The Sheik,"" ""The Thrill of a Lifetime,"" ""Mister Roberts,"" and ""Peter Kelly's Blues."

- Sinbad' Has Conn. Opening in Drive-In

HARFORD, June 5—The Mansfield Drive-In, Willimantic, 27 miles from downtown Hartford, had initial reports to showing of the controversial RKO release, ""Son of Sinbad,"" tonight.

Morris Keppner and Lou Lipman of General Theatres, Inc. Hartford, owners of the deluxe drive-in, booked the film following cancellation of the SuperScone attraction by George H. Lander, Hartford division manager of E. M. Loew's Theatres. The film had been ""sought out"" for the exposure at the downtown E. M. Loew's last Friday.

""Only other bookings thus far for 'Sinbad' have been downstate. Two Periskos, one the Hi-Way. The boat was off... Now Simon's fit to bie! Little Jack Horner Sat in a corner He bought a new TV set But, oh, what a pity He couldn't feed the kitty So ""me"" dimes should could he get."
WHEN WAS THE LAST TIME YOU SAW ANYTHING LIKE THIS!

7:23 A.M., OPENING DAY
Fri., June 3, Loew's State, N.Y.

7:46 A.M., Sat., June 4
9:54 A.M.,
Sun., June 5
Wage-Hour

(Continued from page 1)

Congress to "study seriously" the question of extending coverage to interstate theatre circuits. The Senate subcommittee also had pending before it bills of Sen. Lehman (D., N.Y.) and Murray (D., Mont.) to extend coverage to any chain with more than 100 outlets or any theatre grossing more than $500,000 a year.

A. Julian Byrski, speaking for the Theatre Owners of America and Allied States Association, had testified before the Senate subcommittee in favor of leaving theatres exempt from the law.

The five man Senate subcommittee on Friday unanimously agreed to postpone any recommendations for extending coverage of the act. Chairman Douglas (D., Ill.) didn't say for how long the bill would be postponed but did mention the possibility of some hearings on coverage this fall, making it plain that as far as he is concerned there will be no bill to extend coverage this session.

It's possible that an attempt will be made to extend coverage from state to state or on the Senate floor to extend coverage but this is not now likely to succeed. However, since the subcommittee's decision Friday was unanimous.

Both Douglas and Sen. Smith (R., N.J.) are running for re-election and the subcommittee, agreed that the subject of extended coverage was too complicated for the committee to undertake right now, and that an increase in the minimum for those workers already covered should be moved through Congress in the meantime.

The subcommittee did not take any action on the present law, up to respect to so-called "Belo" contracts. Studio and IATSE officials had been worried that the subcommittee might approve a provision in the Lehman bill which would have upset the present situation, which both studio and union officials endorse.

Possibilities Dim

(Continued from page 1)

Paramount world-wide sales director George Wetter, comparatively new in his job but well-experienced in Paramount's global sales organization.

It is understood that initial overtures were made to Kalmanov on soon after the meeting of the joint committee in New York, but committee members were informed of Kalmanov's position yesterday. Paramount has not set a date for a meeting with the joint committee, nor one at this time appears in prospect, it was reported.

The first delay in setting dates for the proposed meetings on an individual company basis was caused by the illness of TOA president E. D. Martin, a member of the joint committee. Dates planned to be set last week, according to the original plan of the committee.

Teledthon

(Continued from page 1)

members of the Will Rogers Hospital national advisory board, Ray Ganninger, Sam Rosen, Eugene Picker, Arthur Mayer and Charles Feldman. Also to be heard will be a tape recording of messages from half-a-dozen patients of the hospital.

Reviews

"Othello"

(Continued from page 1)

T he second attempt by Orson Welles to bring Shakespeare to the screen ("Macbeth" was his first) contains some beautiful, lively and original business. A fascinating pagentry of Venetian costumes and Moorish locales, "Othello" moves along with the speed of lightning and the crackle of a whip lash. At the same time, however, all this fancy production work tends eventually to become mired in the overripe and moral themes of Shakespeare's text: love and jealousy which Welles has seen fit to use. Unfortunately, too, is a somewhat fuzzy sound recording job which coupled with Welles' fondness for slow scene building serves to rob the action and intermittent thunder, occasionally completely obscure the language. But even with such serious defects, this is a film to cause healthy talk and to be remembered for defects as well as Miss Versoi.s.

Welles, who directed and produced for his own Mercury Productions, also plays the title role. Considering the flumflumby of the overall production, perhaps a little too restrained to dominate successfully all the special effects. His Moor lacks the certain primitiveness and brute power which makes his capitalization to the obvious wiles of Iago both tragic and credible. Michael MacLiammoir's Iago also suffers somewhat from the constantly moving camera and the inadequacies of the sound track. Most successful is Suzanne Cloutier's Desdemona whose blonde beauty and soft voice shine serenely in the midst of cinematic pandemonium.

Filmed almost entirely in Morocco, the picture contains individual scenes which will be discussed by film "buffs" for years to come: the eerie funeral procession of Othello and Desdemona which precedes the opening credits; a face of Othello (who has put on his annual, one-day lover) in a medieval steam bath; the climactic murder and suicide in Othello's vaulled bedchamber. These and other scenes are in themselves truly stunning. Miss Versoi.s, Othello, well deserving for most successful results. It's a wild and woolly interpretation, the controversy over which might very well bring more dollars to the box office than would a quieter, cooler version.

Running time, 92 minutes. General classification. For June release.

“A Day to Remember"

(Continued from page 1)

ALTHOUGH hardly exceptional enough to warrant special handling in the selective theatres, "A Day to Remember," a British import, has several virtues deserving of attention. Chief among them is Oddie Versoi.s, a French star, who gives a winning performance and who very well could capture a following in the U. S.

Besides Miss Versoi.s, the cast includes Joan Rice, Donald Sinden, Stanley Holloway and Edward Hayter, all of whom have a measure of familiarity in the U. S. for having appeared in rather more ambitious British imports. "A Day to Remember," an adaptation of a novel by Jerrard Tickell, is a leisurely tale of what happens to the dust buster of this play, scheduled for an opening outing. This outing, a rather special one in many respects, is to the French seacoast village of Boulouge.

The principal part of the film follows the adventures of Sinden, a handsome young business man for whom the journey is something of a pilgrimage. He had been stationed in the town during the war—the story is set in 1920—and during the course of the day he finds himself falling in love with Miss Versoi.s, whom he knew originally during the war as a precocious nine-year-old. This romance, complicated by Sinden's fiancée back home and Miss Versoi.s' fiancée in Boulouge, is genuinely and beautifully played, with a happy ending indicated.

The film bogs down, however, in trying to follow concurrently the individual adventures of the other members of the dart team. Some of these are funny, as in the case of the jolly Hayter who gets lured into what appears to be a "daytime" night club, and one is downright embarrassing—the drunken enlistment into the French Legion of one member of the dart team who suffers from an inferiority complex as a result of his short stature. The performances are not unpleasant, although Miss Rice has almost nothing to do as Sinden's fiancée back in London.

The film, a J. Arthur Rank Organization production, was produced by A. E. Box and directed by Ralph Thomas from a screenplay by Robin Estridge.

Running time, 72 minutes. General classification.

French Talks

(Continued from page 1)

ion of America, company presidents and foreign managers.

Flood, who has been accompanied by MPEA's Continental manager Marc Spiegel, will proceed to Washington for pact talks. He also is planning to visit Hollywood. The present French agreement expires on June 30.

Name McSORLEY IFE Trade Press Contact

Lars McSorley has been appointed trade press contact for the I.F.E. (Insured Film Examiners) organization, announced by Jonas Rosenfield, Jr., vice-president in charge of advertising, publicity and exploitation.

McSorley, a member of the I.F.E. publicity staff for the past four months, will begin immediately.

People

Mary E. Tuttle, director of personnel for Screen Artists for the past 11 years, has been named director of the Mount Holyoke College Alumnae Association for a three-year term.

Meyer Leventhal, head of the Philip J. Scheck Theatre Enterprises, Baltimore, has been reappointed to the board of directors of the Maryland State Board of Examiners and Motion Picture Operators by Governor McKeldin.

Diane Young, who has been associated with various public relations firms in New York, has joined the advertising and promotion department of Screen Gems, television subsidiary of Columbia Pictures, as a promotion writer.

Ray Jones, head booker for Texas Independent Circuit for the last 20 years, has resigned to open his own book office. A July 1st July 1st, 1967, date has been set for the new office, effective July 1. A. D. Develing, who has been with the circuit for 27 years, will succeed Jones.

Ray Sullender has been appointed to Warner Brothers' studio publicity department to work on radio and television promotion and publicity. He formerly was in the advertising agency business.

Hugh Benson has been appointed to Warner Brothers' studio publicity department to work on radio and television promotion and publicity. He formerly was in the advertising agency business.

Arnold Shorten, booker at the Minneapolis Paramount branch, has been appointed to the company's Los Angeles exchange as a member of the sales staff. Joseph Rosen has been appointed to succeed Shorten in Minneapolis.

Arthur Carter, business man at Cleo and president of the producer-manufacturer of the Leb Theatre from the Clapout Theatre Co.

ITOA Seeks

(Continued from page 1)

the measure would mean an appreciable economy for many theatres and asserts that the operators now re fused "serve as a useful function" whatever. It states that the measure also would permit much wider use of direct type air conditioning systems, which are cheaper to manufacture and install in theatres.

ITOA also advised its members at the weekend to make payment to the city at once of the admission tax which was imposed last January. This was to prevent the exhibitors' unsuccessful challenge of the legality of the city tax law. Prompt payment, ITOA noted, would avoid interest charges and penalties which otherwise could be invoked by the city.

Monday, June 6, 1955
Exhibitors Say FCC Lacks the Power to Authorize Toll TV

High Court Backs New ‘Trust’ Trial In Mississippi

From THE DAILY Bureau
WASHINGTON, June 6.—The Supreme Court today refused to overturn a circuit court decision ordering a re-trial in a Missouri treble damage suit originally decided against the distributors.

The suit was brought by Joe Applebaum and Bertram E. Simms, partners operating the Center Theatre, near Greenville, Miss. They sued Paramount-Richards Theatres, Inc., and eight distributors—Paramount, Warner Brothers, Universal, United Artists, 20th Century-Fox, Loew’s, Columbia and Republic, claiming the distributors favored two Paramount theatres over the Center.

The jury found for the plaintiffs.

Continued on page 7)

Tax Revision Law Sent to President

From THE DAILY Bureau
WASHINGTON, June 6.—The House approved—and sent to the White House—a bill to repeal retroactively the prepaid income and expense reserve fund sections of the 1954 tax revision law.

Many businesses planned to take advantage of these sections to cut their taxes.

(Continued on page 7)

Flaud Addresses MPAA:
Sees Growing French-U.S. Film Relations Harmony

A prediction of growing harmony in the French-U.S. film relations was made here yesterday by Jacques Flaud, head of the French Government film agency.

Flaud, addressing a luncheon in his honor at the Harvard Club, declared that the growing cooperation between France and the American film industries is the result of efforts to develop a more open and fair system of distribution.

(Continued on page 6)
Personal Mention

**HARRY COHN**, president of Columbia Pictures, has arrived in New York from Hollywood.

**Don Hartman**, executive producer of Paramount, has arrived in London from New York.

**Herman Finken**, president of Allied Artists Pictures, Boston, is in Hollywood from New York.

**Yasima Caruso**, on special assignment from Time magazine, has arrived in New York from London, and will leave here today for the Coast.

**Henrietta Fulci** of M-G-M's home office publicity department was married Sunday to Raymond Costi at St. Raymond's Church, Bronx, New York.


**Richard B. Morris**, executive of Motion Pictures for TV, is the father of a son born to Mrs. Morris in Charleston, S. C.

**Herbert A. Greenblatt**, RKO Radio domestic sales manager, left here yesterday for Toronto and Montreal.

**Ann Miller** has arrived in New York from the Coast en route to Europe.

**F. T. Dana**, Universal's Eastern sales manager, left here yesterday for Boston.

**Oscar Hammerstein** and Mrs. Hammerstein will arrive here tomorrow from the Continent via TWA.

**Ella Raines** left New York over the weekend for Europe.

**Filmack Expands Its Chicago Plant**

CHICAGO, June 6—Filmack signed a lease for 3,000 square feet of space to its Chicago plant in order to house its expanding facilities and to retain all departments under one roof. One half of the ground floor of the Exhibitors Building, adjoining Filmack, was acquired to house the company's negative and positive camera departments, which were moved from the main building. The move will aid the live action studio. Filmack recently installed its own photostating department as a timesaver in the production of trailers.

**Settle Normandie Suit**

A $12,000,000 acti-trust suit brought by the Normandie Amusement Corp., operating the Normandie Theatre here, against most companies, was settled and dismissed with prejudice yesterday.

**Urban Named Boston Manager for Para.**

Appointment of Gaspar G. Urban as Paramount Boston branch manager was announced in New York yesterday by E. K. (Ted) Pollard, vice president of Paramount Film Distributing. Mr. Urban takes over the post left vacant by the death of Jack Brown.

**Gaspar Urban**

was appointed Boston branch manager joined Paramount's Boston office, which was formerly in the company's sales force covering Maine and Vermont.

**‘Constant’ Was First Offered to U.A.**

Theatrical distribution was first sought for Sir Alexander Korda's "The Constant Husband," now rated for a TV engagement by NBC-TV as a fall color spectacular, it was learned yesterday.

Initially, it was learned, "The Constant Husband" was offered as part of a package with three other films to United Artists, but when UA neglected to express an interest in "The Constant Husband" it was sold to TV by Morris Helprin of London Films Productions, Inc.

Helprin, seeing the deal with NBC-TV as an experimental one to test the public's reaction to the prior showing on television of the picture, starring Rex Harrison and Margaret Lockwood, already a "huge trailer" for the subsequent theatrical distribution of the film.

**Reagan Lands Cities For ‘Movies’ Drive**

Charles M. Reagan, Loew's vice-president and general sales manager, is acknowledging and thanking by letter the cooperation of each city and town whose officials have issued proclamations in favor of "Go to the Movies Month" at thehest of local théaterns on May 4th.

Mike Simons, director of customer relations, in announcing the Reagan action, stated that the Loew's vice-president declared: "We are pleased that it is a simple act of courtesy to which these officials are entitled for their recognition of the importance of the presentation picture theatre to their communites."

The idea of the drive has been propagated by Simons at each of the M-G-M Workshops.

**’Itch’ Pulls $50,000 for Weekend Mark.**

Weekend business of 20th Century-Fox's "The Seven Year Itch" at Loew's State here was reported to have topped the $50,000 mark, the picture grossing $50,000 for the three days, it was said, with early morning forms forming at the theatre’s box-office.

**Loew’s Sells to Lift Atlanta ‘Jungle’ Ban**

**Special to THE DAILY**

ATLANTA, June 6—Loew's, Inc., has petitioned the U. S. District Court here to enjoin the city from enforcing its ban on "The Blackboard Jungle," the first legal test of such a ban in Atlanta since the U. S. Supreme Court ruled against censor bans in the Jackie Cooper picture.

The Loew's suit, filed by local attorneys Robert S. Sams, William H. & T. C. Simons, seeking to void the city's clampdown on the plaintiff's constitutional rights to freedom of the press under the First and 14th Amendments.

The suit was handled by Jonathan Gilliam, censor board head, said she had no comment on Loew's move except that the city would defend the action. The city has won in similar cases.

**Censors Also Reject Gwen Verdon Dance**

HOLLYWOOD, June 6—British film censors have taken the same view as their U.S. counterparts and have rejected "The Man in Marry Brummies," set for United Artists release, that the Production Code Administration here had, Robert Bassler, co-producer of the picture with Richard Sale, revealed here yesterday.

The PCA had ordered the dance sequence eliminated, which resulted in removing Miss Verdon from the picture, although it constituted only appearance in it. Bassler earlier had said the sequence would be retained in all prints exhibited outside the United States. The British censors objected to both the dance and costuming of Miss Verdon, star of the Broadway musical, "Danna Yankees."

**Boley of Buchanan Agency Dies at 43**

William Boley, Buchanan & Co. account executive for the Paramount Theatres unit of American Broadcasting-Paramount Theatres, died at his home in Oradell, N. J., on Sunday of a heart attack in a year of illness. He was 43 years old.

Funeral services will be held at 10 A.M., Thursday, at St. Patrick’s Church, Oradell. The body reposes at Norman funeral parlor in that village. Boley had been with the Buchanan agency for six years and at one time also handled the Paramount Pictures ad account and the United Cerebral Palsy campaign. He is survived by a wife and five daughters.

**Mexican Producers Rush 6 Pictures to Beat Strike Date**

**Special to THE DAILY**

MEXICO CITY, June 6—Production of six new Mexican pictures here being rushed so as to complete them all by June 30. That is a precaution, their producers admit. That leaves a substantial amount of film to be screened in the trade entertain that a general strike will start July 1. Producers and distributors face pay-likely demands of 25 to 50 percent, while exhibitors confront a 25 percent wage increase.

They are among the directors and members of the National Cinematographic Industry Workers (STIC) and the Picture Production Workers (STPC) Union.

**Musicians Ask Big Boost**

Wage talks are mounting for the industry with unionized musicians demanding 29.5 percent more per movie day, also with the threat of a crippling strike.

The Federal Board of Conciliation and Arbitration is striving to avert the strike with talks its officials are holding with representatives of the unions and their employers.

Wage talks are about the only ones in the trade who are manifesting more confidence that agreements will be reached. Their fellow American colleagues, though, are not so optimistic.

**Studio Craft Worker Paid $1244 in April**

HOLLYWOOD, June 6—April earnings of craft workers in the studio backlog followed a pattern of $1244 weekly, according to a Department of Industrial Relations report. March averaged $1209.95. The work week averaged 41.9 hours in April; in March 42.6.

**NEW YORK THEATRES**

- RADIO CITY MUSICAL HALL
- Radio Center
- “LOVE ME OR LEAVE ME”
- In CINEMASCOPE and COLOR starring
- Doris Day, Robert Cagney
- As M-G-M picture
- And Spectator Stage Presentation

Just Completed at Movielab

- EDITING rooms
- STORAGE rooms
- OFFICES
- SHIPPING rooms
- PROJECTION ROOM facilities

**MOVIELAB THEATRE SERVICE, INC.**
619 West 54th Street, New York, N. Y.

**For rent by the Day, Month or Year**

**New York Theatres**

- Radio City Music Hall
- Radio Center
- “LOVE ME OR LEAVE ME”
- In CINEMASCOPE and COLOR starring
- Doris Day, Robert Cagney
- As M-G-M picture
- And Spectator Stage Presentation

Just Completed at Movielab

- EDITING rooms
- STORAGE rooms
- OFFICES
- SHIPPING rooms
- PROJECTION ROOM facilities

**MOVIELAB THEATRE SERVICE, INC.**
619 West 54th Street, New York, N. Y.
**Theatres' Comments on Toll TV**

(Continued from page 1)

**Challenges Zenith On License Claim**

An obvious challenge to Zenith Radio to substantiate its claim that numbers of exhibitors have asked for subscription TV rights to be tested. The statements contained in the comments filed with the FCC yesterday by the Committee Against Toll TV.

The group, which represents exhibitors, states that it represents 75 per cent of the nation's theatres and knows of none who has applied, or intends to apply, for any license to participate in toll TV "should it ever come to pass."

**People**

Walter Wanger has been named president of Shelter Television, Inc., formed recently by the Shelter Hotels company to arrange and produce programs for its closed circuit television department, William P. Rosen- john, former president of Box Office Television, has been named executive vice-president, and Robert Rosenensch, formerly of BOV, is vice-president of the new company.

C. E. Warner has been appointed to the field engineering staff of Altec's Eastern division, covering Virginia, Maryland and Wash- ington. He fills the vacancy caused by the death of Glenn O. Orton. Warner was previously associated with Altec in the installation of CinemaScope-stereophonic sound in 1955-54.

**Theatre Reviews**

**Walter Lehovitz,** formerly with Poli Theatres, has been named manager of the Hartford branch of the New York office of the Paramount Corporation, replacing the late Charles C. Broder.

Maurice Levy of the National Broadcasting Co. has been named "Newsreel Cameraman of the Year" in the competition sponsored by the National Press Photographers Association and the Encyclopedia Britannica.

**Extolls Benefits of Participation Deals**

Participation deals as a means of obtaining top talent and as a method of reducing costs were strongly endorsed here yesterday by Jack Rose of the Shavelson-Melvile Shavelson production-directing-writing team, which recently finished the Bob Hope starring "The Seven Little Fous," to be released by Paramount.

Shavelson, in response to a question at a trade press interview, contended that the major film producers benefit from participation deals. Such deals, continued Shavelson, give talent a financial stake in the picture, offering personalities an incentive they otherwise would not have. With such cooperation, he went on, production costs are reduced.

In support of his argument, Shavelson pointed to the good profit showing in recent years of Paramount and Universal and two companies, according to Shavelson, which have made much use of participation deals.

Rose and Shavelson, who formed their own producing company, Scribe Productions, said that Hope has the major interest in "The Seven Little Fous," with Scribe Productions and Paramount owning the remaining interest.

Shavelson said the team has a contract with Paramount to produce three, at the rate of one a year, with the option to do four more. Shavelson went on to say that Scribe Production sales, in a deal with Hope to do three more films, adding that the Hope deal is tentative and apart from their deal with Paramount.

**R.J. Court Upholds WB Percentage Suit**

PROVIDENCE, R.I., June 6—A motion to dismiss the percentage action brought by Warner Brothers in Fear Federal Court here, as to all the ex- hibitor defendants, for want of Fed- eral jurisdiction, has been denied as without merit by U.S. District Judge Day.

Five percentage actions by as many independent exhibitors were filed in District Court for Rhode Island, but the motion to dismiss as to defendants Moyer and Joseph Stanzler and asso- ciated defendants alleged to operate theatres in Narragansett Pier, Westfield, Wieland and East Green- ville, as well as the Warner Brothers suit, on the ground that certain answers in behalf of the defendants admit that its claims are less than the maximum Fed- eral jurisdictional amount, which is set at $30,000.

James A. Rodzy, counsel pointed out that Warner Brothers might produce at the trial evidence justifying a verdict in its favor for actual and punitive damages in excess of $3,000.

**TV-Film Producers, AMPP Talking Pact**

HOLLYWOOD, June 6—The Association of Motion Picture Producers and the Alliance of Television Film Producers today completed negotiations for a new collective bargaining con- tract covering actors, singers and an- nouncers in TV-entertainment films.

**Academy Album for 'Prize-Winning Songs'**

HOLLYWOOD, June 6—The board of governors of the Academy of Motion Picture Arts and Sciences has approved a Decca proposal for a recording of the "Prize-Winning Songs," details being negotiated.

**Wants Full Argument**

The Committee requests the FCC, if it does not authorize subscription TV on broadcast frequencies, to hold hearings at which all interested parties will have an opportunity to present their arguments. Examination witnesses before toll TV is authorized.

Senator John H. Chisholm of the Senate Subcommittee on Commerce and University of California's University of California, Los Angeles, is the chairman of the Committee Against Pay-As-You-See TV.

**Rouch Flying to N. Y.**

HOLLYWOOD, June 6—Hal Rouch, Jr., will leave here by way of San Francisco today for New York, where he will meet with representatives of the East- man Kodak Co.'s executives in the telefilm series in which he will produce for the Green Directors Guild.
There's a FORTUNE in boxoffices hail "THE

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In the wonder of STEREO PHONIC SOUND
also starring
MICHAEL RENNIE
GENE BARRY
with Alex D'Arcy • Tom Tully
Anna Sten • Russell Collins
Produced by BUDDY ADLER
Directed by EDWARD DMYTRYK
Screen Play by ERNEST K. GANN
**SOLDIER as the nation's KING" OF 'EM ALL!**

**THEY'RE HOLDING IT EVERYWHERE!**

<table>
<thead>
<tr>
<th>4 THEATRES</th>
<th>LOS ANGELES</th>
<th>INDIANA</th>
<th>INDIANAPOLIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>RIALTO</td>
<td>LOUISVILLE</td>
<td>SENATE</td>
<td>HARRISBURG, PA.</td>
</tr>
<tr>
<td>FOX</td>
<td>DETROIT</td>
<td>FULTON</td>
<td>PITTSBURGH</td>
</tr>
<tr>
<td>POLI</td>
<td>NEW HAVEN</td>
<td>ASTOR</td>
<td>READING</td>
</tr>
<tr>
<td>POLI</td>
<td>HARTFORD</td>
<td>WEST COAST</td>
<td>LONG BEACH, CAL.</td>
</tr>
<tr>
<td>WISCONSIN</td>
<td>MILWAUKEE</td>
<td>LINCOLN</td>
<td>SPRINGFIELD, ILL.</td>
</tr>
<tr>
<td>POLI</td>
<td>BRIDGEPORT, CONN.</td>
<td>ALABAMA</td>
<td>BIRMINGHAM</td>
</tr>
<tr>
<td>POLI</td>
<td>SPRINGFIELD, MASS.</td>
<td>CAPITOL</td>
<td>FLINT</td>
</tr>
<tr>
<td>POLI</td>
<td>WORCESTER</td>
<td>FOX</td>
<td>SAN FRANCISCO</td>
</tr>
<tr>
<td>WARNER</td>
<td>ATLANTIC CITY</td>
<td>NEW</td>
<td>BALTIMORE</td>
</tr>
<tr>
<td>GILLOZ</td>
<td>SPRINGFIELD, MO.</td>
<td>STATE</td>
<td>NEW BEDFORD, MASS.</td>
</tr>
<tr>
<td>BROAD</td>
<td>COLUMBUS</td>
<td>CALIFORNIA</td>
<td>SAN DIEGO</td>
</tr>
<tr>
<td>GRAND</td>
<td>TOPEKA</td>
<td>GRANADA</td>
<td>DULUTH</td>
</tr>
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<td>VICTORY</td>
<td>EVANSVILLE</td>
<td>PALACE</td>
<td>CINCINNATI</td>
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20th CENTURY-FOX presents

CLARK GABLE

SUSAN HAYWARD

**SOLDIER of FORTUNE**

From the Novel by Ernest K. Gann

A CINEMASCOPE® Picture

COLOR by DELUXE
France-U.S.

(Continued from page 1)


gern Benjamin, Arnold Picker, United Artists; Wolfe Cohen, M. Greenberg; Warner Brothers; Walter Branson; William Clark, RKO Radio Pictures; Emanuel Silverstone, Edward Fraser, 20th Century-Fox; Felix Sommer, Ben Cohen, Universal; Lacy Kastner, Columbia; William Sutori, Allied Artists, and Tod Black, Richard Altshuler, Republic.

New Wage Bill

(Continued from page 1)

to meet tomorrow to vote on minimum wage legislation.

A subcommittee on Friday voted to postpone indefinitely the question of extending coverage to theatre circuits and other retail and service establishments. It also voted to boost from 25 cents an hour to $1 the minimum wage for workers already covered by the law. The full labor committee tomorrow will vote on these decisions.

Fox Has 6 Showing

At N.Y. First Runs

Twentieth Century-Fox currently has showing first run in New York a record total of six productions of which four are in CinemaScope.

Heading the lineup of CinemaScope productions is "The Seven Year Itch" at Loew's State Theatre, followed by "Soldier of Fortune" at the Roxy. The Magnificent Maladeis at the Astor and "Violent Saturday" at the Majestic. The Adventures of Sadie," in Eastman color, is in its third week at the Normandie. The other standard-dimension film, "Angela," is showing at the Palace.

MCA-TV, Ltd., in cooperation with local TV stations and via tie-ups with national TV fan mags, will conduct a nationwide talent search to find an 18-year-old youngster to play the role of "Tim" in the forthcoming production of Lloyd C. Douglass' teleplays, "Dr. Hudson's Secret Journal." Five regional winners will be sent to Hollywood to be screen-tested by co-producers Brewer Morgan and Eugene Solow. John Howard will play the title role... Ed Stokes, WMGM deejay and narrator on Eddie Fisher's "NBCoke Time," has been signed to narrate a 20th Century-Fox CinemaScope showing to be filmed at the next East Coast stop by Fanny Merrill, associated with Gertrude Berg for over 15 years, has acquired exclusive rights to "the life story of the late Albert Einstein."

For more than 20 years the top motion picture musical figure in the East with over 300 screen credits for having composed and conducted musical scores, Jack Shaindlin's newly-released Capitol Album, "Academy Award Favorites," is a nostalgic delight and is a MUST for deejays and station musical directors... Mr. and Mrs. Mort Lewis (he's editor of Ralph Edwards' "This Is Your Life") will arrive in New York from Hollywood late this month to sail for a European vacation. While here he'll conduct Larry Lester Lewis regarding a shooting sked on his original TV vehicle "88 Keys To Adventure," which will be filmed in New York and broadcast by Lester Lewis Associates.

. Little chub-cherished Charlie Goldberg, who started many a pop tune on its way to hitdom via serenading promenaders in the Boston Common, is celebrating his 35th year. He's survived by Jim Fleming, executive producer of NBC's new radio week-end series, "Monitor," the press was invited to witness and participate in the opening of the new $150,000 push-button point of origination two-way intercontinental broadcasts linking New York, London and Paris. Lou Walters, discoverer of many topnotchers, is featuring another group at his Latin Quarter on Broadway which seems to be sprinkled with soft- dust: Joe Maize and his Cordsmen, who stop the show cold, Gene and Filly (of Filly & Fifi Records), the Japanese love song, "Sayonara-Goodbye," has clicked with top deejays. Result — Larry Taylor, general manager of Jose Fer- rer Music, has grabbed the ditty, cuffed by Lanny Grey and Margurite Arnhem... Screen Gems has named Colbert Clark as producer of a new telefilm series, "The Texas Rangers," which will go before the cameras next month at the Columbia Studios in Hollywood. General Mills will CBS sponsor the series over 64 stations Saturday. Art Van Horn and Hubbard Cobb, whose "How To Fix It" is a nifty ABC feature which will be seen on TV this fall. With the "do it yourself" craze so prevalent these days, such a program should be a natural... One of the best-liked and respected record librarians on the nfts, Irving Fashov, of CBS, and pretty little Evelyn Nasberg, will sing an "I do-it" Sunday, June 19... Raymond Massey will narrate a half-hour radio documentary for N. Y. State Society Against Discrimination.

Our choice for the mantle of "Ace Talent Scout" goes to Mr. and Mrs. Charlie Busch (Frances Scot). Back in 1948 in the early days of TV, Busch Production TV, Inc. started weekly series, "Bunny Maid Shoe," over NBC and the three principals included Ann Francis, now a star in Hollywood and currently seen in the Warner Bros. flicker, "Battle Cry"; Eva Marie Saint whose performance in "On the Waterfront" earned her a "Best supporting actress" Oscar; Carl O'Hurst, just signed to a seven-year contract by Paramount Pictures; Dayton Allen, the featured voice for several years on the "Howdy Doody" NBC classic and now featured as "Mr. Bundle" on "Winky-Dink," and Merrill E. Joels, well-known radio and TV featured player and author of the tone, "Acting Is Business" acclaimed by critics as "one of the best guides to a career in Radio or TV ever written," Quad Eurl Demontam RAND. (Had to toss in the bit of Latiuc—the first chance we've had to use the phrase since grad school—since leaving college.)
Mississippi

(Continued from page 1)
and they were awarded $90,000 damages, but the Fifth Circuit Court of Appeals dismissed the case against Republic and ordered a new trial for the rest of the defendants. It found the jury had been influenced by outsiders friendly to the partners and had been given information excluded from the court record as to offers to compromise the suit.

Appelbaum and Simms then appealed to the Supreme Court, but the court today refused to interfere with the circuit court order for a new trial. The justices gave no reason for their decision, merely noting in a long list of cases dismissed the case against Republic and ordered a new trial for the rest of the defendants. It found the jury had been influenced by outsiders friendly to the partners and had been given information excluded from the court record as to offers to compromise the suit.

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Tax Revision Law

(Continued from page 1)
1954 tax bill, and the Treasury asked for the repeal on the ground that the provisions would cost the government far more than originally expected. The House action today took the form of agreeing to a minor Senate amendment to the originally-passed House bill. It would give taxpayers whose tax liability is increased as a result of the repeal until Dec. 15 to pay up without being charged interest or other penalties. President Eisenhower is expected to sign the repeal bill.

You get MORE For Your MONEY with the Raytone HILUX JR. Screen!

The HILUX JR. is Raytone's new economy-priced, high quality screen for all-purpose projection. It is a lightweight, seamless metallic surface with fully improved sidelaying at the lowest price ever.

See your regular dealer NOW for prompt delivery.

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FROM A GRIPPING BEST-SELLER... FROM POWERFUL PERFORMANCES BY A SUPERB CAST... FROM THE CREATIVE GENIUS OF THE FAMED PRODUCING TEAM THAT BROUGHT "THE CAINE MUTINY COURT MARTIAL" TO THE STAGES OF THE ENTIRE NATION...

...a motion picture that will not be easily matched or forgotten!

the wedding night, the anticipation, the kiss, the knife, BUT ABOVE ALL... THE SUSPENSE

PAUL GREGORY presents

ROBERT MITCHUM • SHELLEY WINTERS

in

THE NIGHT OF THE HUNTER

co-starring LILLIAN GISH

with JAMES GLEASON • EVELYN VARDEN • PETER GRAVES and Don Beddoe • Gloria Castillo • Billy Chapin • Sally Jane Bruce

Directed by CHARLES LAUGHTON

Screenplay by JAMES AGEE • Based on the novel by DAVIS GRUBB • Produced by PAUL GREGORY

NEW SCREEN EXCITEMENT
D of J Feels
Ban on Circuit Expansion Can Be Terminated

Barnes Says Courts Can Prevent Any ‘Abuses’

By J. A. OTTEN
WASHINGTON, June 7. — Assistant Attorney General Stanley Barnes said the Justice Department does not favor action to seek an extension of the long-time ban on theater acquisitions by the divorced circuits.

He noted that most of the circuits, having completed their court-decreed divestiture, are now free to seek government and court approval of new the-

Plan French Center Here

By AL STEEN
A plan for the establishment of a French "cinema center" in New York for the purpose of promoting French productions in this country was revealed here yesterday by Jacques Flaud, director of Centre National du Cinemas Francais, the coordinating body of the French film industry.

Flaud said he hoped that the agency, which would be a combination French (Continued on page 6)

Walter Fuller, Head Of CEA, Is Dead

By PETER BURNUP
LONDON, June 7—Walter Fuller, general secretary of the Cinematograph Exhibitors Association, collapsed on the street here today and died 10 minutes after being admitted to the Middlesex Hospital.

For 30 years, Fuller steered exhibitions here in a continuous fight with (Continued on page 6)

32-City Telephone
Hook-up Recruits
Rogers Hospital Aid

The need for industry-support of the one-day collection in theatres for the Will Rogers Memorial Hospital during the week of Aug. 15 was stressed yesterday in a nation-wide telephone hook-up to 32 exchange cities, which originated in the board room of Stanley Warner Theatres.

Regional members of the national collection committee heard addresses by A. Montague, president of the hospital; Eugene Picker, chairman of the fund-raising and finance committee; Son Rosen, vice-president of the hospital who substituted for St. Fabian, and national committee members Charles Feldman and Arthur Mayer.

Six who are patients at the hospital at Saratoga Lake, N. Y., sent pleas via tape re-

U-I Joins NBC on TV ‘Spectacular’

From THE DAILY Burea
HOLLYWOOD, June 7—Joint an-
nouncement yesterday by Universal-International and National Broadcasting Co. disclosed the completion of arrangements for the first 10-hour-and-a-half TV "spectacular" with a television network utilizing the talent of a major motion-picture studio.

The presentation, to be telescast on July 2 in black-and-white over 128 TV (Continued on page 6)

Balaban to Stockholders:
TOLL TV IS VIEWED AS ‘INEVITABLE’

Regards Sarnoff’s Position ‘Inconsistent’; Sees Rise in Para. 2nd Quarter Earnings

By MURRAY HORYWITZ
"Irresistible economic forces make some form of pay television inevitable," Barney Balaban, Paramount president, said yesterday in his address to the company’s annual meeting of stockholders at the home office.

Barney Balaban
(Continued on page 4)

No Extension Of Wage Law

From THE DAILY Burea
WASHINGTON, June 7—The Senate Labor Committee today rejected a move to extend the Federal minimum wage law to cover large theatres and theatre chains.

The committee turned down by voice vote a motion by Sen. Lehman (D., N. Y.) to cover theatres grossing more than $500,000 a year and also to cover all chains with four or more theatres.

The committee approved a motion to boost the present 75 cents an hour minimum wage for workers already covered to $1, effective next Jan. 1. Prior to that it had rejected 8 to 5 a move by Sen. Ives (R., N. Y.) to (Continued on page 6)

Herman Robbins
(Continued on page 6)
 Gives FCC $80,000 For Network Study
From THE DAILY Bureau
WASHINGTON, June 7.—The Senate voted to give the Federal Communications Commission $80,000 for a comprehensive study of radio and television network broadcasting. The appropriation was to be a part of the $700,000 appropriation voted the FCC for its operations during the coming fiscal year. The total is $80,000 more than the agency itself requested. Of the $700,000, $80,000 is earmarked for this project—which may be used to reduce the backlog of applications in TV, radio and special service broadcasting. The House has given its consent for the FCC to use its approval for the same amounts.

In recommending the funds for the FCC, the Senate Agriculture Committee said it was disappointed in the progress made so far by the commission in working on the backlog of applications for stations and services, and that “it is hoped that better results can be reported from the increased funds provided for 1956.

Clarke, Former Fox Head, Dies at 73

Death of Harley L. Clarke, who was president of Fox Film Corp., from 1929 to 1941, was reported here yesterday. Mr. Clarke was a suburb of Mount Prospect at the age of 73.

Although Clarke's career spanned both Fox Film and General Theatres Corporation, Inc., he was identified principally with the utility fields, having helped the $5,000,000 Utilities Power and Light Corp. over which he had financial battles with Atlas Corp. Clarke and former associates acquired control of Fox Film in 1929 but retired from active operation in the early 1930's.

Mr. Clarke, a native of Michigan. One of his first jobs was selling machinery to utility firms. He married his wife, a daughter and a son.

Premiere of ‘Hunter’ Set for Des Moines

The world premiere of “The Night of the Hunter,” Paul Gregory's first motion picture production, will be held in Des Moines, Ia., it was disclosed yesterday by United Artists. Des Moines, native city of the producer, will pay him tribute with a day of festivities to be attended by state and city officials, as well as Broadway and Hollywood stars.

Korn to Head Sales Of ‘Spell of Ireland’

Charles Korn has been appointed sales manager for the national distribution of the Cinemascope color production “The Spell of Ireland.”

Conn. Drive-In to Test Wrestling Bouts

Special to THE DAILY
HARTFORD, June 7.—Frank McQuay of the Hartford Coliseum, Waterbury, Conn., started a series of professional wrestling shows that will be held there tonight. Length, variety and quantity will be determined, of course, by customer reaction.

Chesapeake ‘Holders To Meet in Theatre

Chesapeake Industries on June 15, will take over the Trans-Lux 85th Street Theatre for the purpose of screening its shareholders' pictures, and the expanding services of its subsidiaries—ranging from a new, full-length Hollywood feature in color to moveable steel partitions, electronic equipment and heavy machinery. The picture shown will be “The Magnificent Maitador,” 20th Century-Fox CinemaScope feature which was printed in color by Pathé Laboratories, a Chesapeake Industries subsidiary.

This will be the second of Chesapeake’s efforts to promote motion pictures and products for its shareholders. Shareholders of the Liberty Theatre, Medford, Ore., were able to see there a year ago to see a Chesapeake-sponsored Gina Lollabrigida film in Pathecolor. Landmark company’s largest blocks of shareholders are in Cleveland and New York City.

Lodge Golf Tourney Set for Tomorrow

Additional prize donors for the fourth annual film industry golf tourney sponsored by Cinema Canada B’nai B’rith at the Vernon Hills Country Club at Tuckabock, N.Y., tomorrow were announced yesterday by Mary E. Leffingwell, manager of the Liberty Theater, as reservations dropped past the 125 mark.

One donor reported that Grossinger's had donated a two-day vacation and that other new donors were Nat Levy, Pepsi-Cola Corporation; Mitchel May, National Carbon Co.; Archie Movers of Unity Television; Ampex Co.; Harry Goldstone, George Korn, Pola, Laurel, Iowa; and Livingston Polaron Products, Columbia Pictures, United Artists Corp., Fabian Theather Inc., and others.

An additional feature of this year's tournament, according to Mrs. Leffingwell, will be the photography and filming of the tee-offs of all foursomes, with the film to be shown the same evening at the banquet. The donation of services by Irving Young of Du Art Film Laboratories.

Valerie B. Thomas, 65

Funeral services will be held today, and the interment tomorrow, of Valerie B. Thomas, 65, who died Saturday at the Mamaroneck home of Sporos P., Skouras, president of 20th Century-Fox-Max Thomas, who was born in Tipton, Ala., to New York from St. Louis with the Skouras family and had been in their employ for 26 years.

Closing of 2 Houses Leaves Wisc. Town of 17,000 Theatreless

Special to THE DAILY
STEVENS POINT, Wisc., June 7.—This town of 17,000 population in the center of the state is without a movie theatre here following the closing within a two-week period of the town's two theatres.

Gran Enterprises' Lyric was the first to shut down, for an indefinite period for remodeling, and was followed by Fox-Wiconsin's Fox Theatre. In addition, Gran Enterprises' drive-in near here failed to reopen this spring.

Four Close in No. Central, Four Are Re-Opened

MINNEAPOLIS, June 7—W. R. Frank's Park Theatre here, one of the city's oldest neighborhood houses, has been closed. The building will be converted to commercial use.

In addition, Alfred Van Tassel's Town at Watertown, Minn., and the Rose at Hinckley, Minn., have been closed. Minnesota Amusement Co. has closed its Time Theatre at Mitchell, S.D., after operating it on weekends. Triska Center.

Countering the closings were the following four re-openings: M. Frank's Grande in Alexandria; M. Frank & Loew's Brazier's Jordan, Jordan, Minn.; A. F. Palmquist's Primghar; Primghar, Ia., and Lansford, N. D., which will be operated by the local Commercial Club as a business booster.

Oregon City Now Without A Theatre, Last One Closes

OREGON CITY, Ore., June 7—Terry Miller, manager of the Liberty Theatre, pioneer house in the Portland trade area, and last one operating here, has decided to close and advises that the building will be sold and razed. Long's Star Theatre, the only postwar theatre in the city, was closed several months ago.

Improve With Practice

OTTAWA, June 7—Thieves have robbed the drive-in theatre between Ottawa and Oregan for the third time in three years, blowing theatre sale this time and escaping with $1,500 in cash. Last year $900 was taken by snatchers.
After blasting the nation with its “Blackboard Jungle” Bombshell, M-G-M follows up with a smashing, All-Star production “THE COBWEB,” a forbidden subject that will be the talk of America. For the first time the screen dares to reveal the secrets of the psychiatrist’s couch in that strange mansion on the hill they called “The Castle.”

M-G-M presents in CINEMASCOPE and COLOR

RICHARD WIDMARK
LAUREN BACALL
CHARLES BOYER
GLORIA GRAHAME
LILLIAN GISH

in “THE COBWEB”

And Introducing JOHN KERR star of ‘Tea and Sympathy’
And SUSAN STRASBERG
With OSCAR LEVANT
TOMMY RETTIG

Screen Play by JOHN PAXTON
Additional Dialogue by William Gibson
From the Novel by William Gibson
Photographed in EASTMAN COLOR
Directed by VINCENTE MINNELLI
Produced by JOHN HOUSEMAN

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

Caught in the Cobweb of human emotions!
Paramount Annual Meet

(Continued from page 1)

Need Not Dispose
Of Para. Building

Paramount Pictures is not re-
quired to sell the Paramount
Building here so long as the
disposition of Paramount prod-
ucts, according to Brown, does
not violate the consent decree.
Barney Balaban, president, informed
the annual meeting of stock-
holders here yesterday.

Balaban read a "memoran-
dum" on the Paramount Build-
ing, based on a recent opinion
by the Justice Department, in response
to a stockholder's question.

Paramount's Doors
Open to Exhibitors,
Balaban Emphasizes

Paramount's doors are open to a meeting with exhibitor leaders, presi-
dent Barney Balaban said here yester-
day.

Interviewed at yesterday's annual
meeting of stockholders, Balaban said
that his door is open to any exhibitor
wishing to see him. In response to a
question, he said that he has received
no formal communication from the
State's Attorney or the Association
of America Tuners Committee
regarding a meeting with him.

The president went on to say that his forthcoming trip to Europe,
which he plans to begin next
week, will be of short duration, last-
ing only two weeks.

Meanwhile, it was learned that TOA
president E. D. Martin plans to visit
New York the latter part of this
month, giving rise to speculation
that Martin's visit will coincide with
a possible executive committee
meeting or conferences with Para-
mount and Warner Brothers. It also
was noted in trade quarters that WB
distributor, John Kalman von K donn, is due to return from the
Coast the latter part of the month.

Puts $500 Price
Tag on Color Set

"With a 21-inch Lawrence tube, a
good color television set can be manu-
factured and sold profitably at less
than $500," Barney Balaban, Para-
mount president, stated here yester-
day in his address to the company's
annual stockholders meeting.

Balaban, speaking about Para-
mount's interest in Chromatic Tele-
vision Laboratories, Inc., which de-
veloped the Lawrence tube, declared
"we believe more firmly than ever that
our picture tube is the answer to color
television."

In regard to the possibility of enter-
ning the field of TV program produc-
tion, Balaban said that Paramount at
present has no such plans. However,
he informed stockholders of the de-
volution of the company's interest in
the set Boulevard in Hollywood purchased by Paramount. He said Paramount
has rented out space there to out-
side TV producers.

Balaban Rejects
Pay Boost 'Bid'

Paramount president Barney
Balaban brushed aside a pro-
posal that he should receive
more money than $Y. Frank
Freeman, vice-president in
charge of production, made by
a stockholder at yesterday's an-
nual meeting here.

Balaban said that he and Freeman went before a committee
interested in seeing how much income tax we can pay," rejecting the rec-
ommendation that his salary be
increased. "I earned twice as
much years ago," Balaban
stated, as head of a Paramount
studio.

Meanwhile, adding that he
derived enjoyment above and
beyond the salary as head of
Paramount currently.

Say's Para. Could
Acquire Theaters

If Paramount Pictures were "from one of a territory," it could acquire a "showcase"
theater in that territory, Edwin L. Weisl, Paramount director
and legal counsel, informed
company stockholders at their
annual meeting here yesterday.

Weisl added that the question
on whether the consent decree barred
Paramount Pictures from buying
theaters in a "showcase" territory,
group said that "under certain very
limited conditions" it could violate the decree.
He then
mentioned the "frozen-out" condition,
adding that the decree bars the company from any
extensive theater holdings
existed before divestiture.

Rogers Drive

(Continued from page 1)
cord and one former patient, now
cured of tuberculosis, also were on
the 35-minute program.

More than 500 attended the closed-circuit
meeting with an explanation of the
hospital's needs and the necessity of elimi-

ing the "hand-to-mouth" existence of the institution.
He pointed out that TB still had not been "detected" and that the disease
takes a toll of 25,000 deaths yearly in the
United States.

Fehlman said the August collection
will not conflict with, nor will it re-
place, the Christmas salute.

Rosen said the Stanley Warner cir-
cuit, of which he is executive vice-

president, would make collections in
all its theaters.

L.I. Readers Say
'No' to Toll TV

WASHINGTON, June 7. — By a
25-to-one margin, readers of "News-
day," a Long Island daily newspaper,
told the Federal Communications
Commission that they were opposed to
pay-television programs. Half said
they would not pay, and 536 said they
would pay, against 192 in favor.

On May 25 "Newsday" published a
two-page spread explaining the pros
and cons of the pay-TV controversy and
printed a ballot coupon which was
to be cut out, pasted to a postcard
and mailed to the newspaper. The cou-
pons were reprinted for 10 days there-
after.

The final ballots were tabulated
Monday and flown to Washington
and delivered to the FCC offices today.

Shareholders Pay
Balaban Tribute

A c t i o n for "meritorious
achievement" in management-
stockholders' relations was pre-
sented here yesterday to Para-
nom's president, Barney Balaban,
by the United Sharehold-
ers of America.

The presentation was made at
yesterday's annual meeting by
Ruth A. Fischel, assistant to
the president of the organiza-
tion, Benjamin A. Javis.

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beyond the salary as head of
Paramount currently.
government-private enterprise project, would be in operation by September. An industry official explained that the French plan needs greater distribution both in the U.S. and in other countries. Before World War II, pictures derived 40 per cent of their revenue from the foreign market, Flaud said, but in the immediate post-war period fell to 25 per cent. France lost most of its major motion picture "customers" in other countries because French distributors who had lost their foreign market capture lost 30 per cent. Today, Flaud stated, the French industry derives about 25 per cent of its revenue from other countries.

The proposed film center, Flaud insisted, "would serve strictly as a means of creating an appetite for French products. It would act as an incentive, a means of enlisting for the French film industry the help of France and the U.S. in the recovery of the French market."

The appeal to the Motion Picture Pioneers was the efforts of Herman Robbins, the industry's strongest proponent, Flaud stated. "Herman Robbins is truly a pioneer in our industry."

Robbins has been in the industry with the original Fox Film Corp., after having served as a young man on the New York "Evening World. He joined the French-based company in 1924 as sales manager under another industry pioneer—the late Winfield Sheehan. Robbins continued-within Rhode Island when he left to acquire an interest in National Screen.

In summarizing Robbins' career, the pioneers stated, "During these past 32 years, this company has had an almost complete picture history, for promotional material on its screens, in its lobbies, as well as furnishing posters, billboards, etc. Its facilities and personnel have served national, civic and industry causes, as a public service.

"But beyond the contributions of the company are the personal ones: Herman Robbins has performed throughout the years on behalf of philanthropic and charitable enterprises and in and out of our industry. His works for the Motion Picture Pioneers is among his outstanding contributions to the assistance of the disabled."

He is also on the board of directors of the Will Rogers Publicity Foundation and the Cerebral Palsy Foundation, has given him its Distinguished Service Award and the "war work" support. In 1949, he was cited for his service to the Disabled American Veterans.

"During the war, Herman Robbins was an active member of the industry advisory committee of the War Production Board and cited for his contribution to the War Finance Program of the United States Treasury Department.

"Within the industry, he is treasurer of COMPO, the motion picture organization representing all phases of the industry. He is Vice-President of the Pioneer, Herman Robbins as a great leader of our industry and a fine citizen."

Appellate Division

Rules on Shea Estate

Decisions handed down by the Appellate Division of the State Supreme Court in a recent decision involving a $140,000 suit for breach of contract and servants' wages. The case involved the prosecution of the Compo, Inc., the operators of the Shea estate in the Bronx. In the case, the Appellate Division unanimously affirmed on appeal all the actions to be considered by the courts. The case was heard by the courts and the final settlement was made by Raftery and Grainger.

Appeal Considered

Gerald Shea, one of the plaintiffs, said that consideration is being given to the Appellate Division's decision of an order to the courts to hear the case in which a judgment has been entered by the courts. He said that order is not based on the facts and the court will not hear the plaintiff's motion for a new trial.

Shea also expressed satisfaction with the results of the Appellate Division's decision, which included an order in favor of the plaintiffs on the issue of whether the court had authority to hear the case. The court ruled that the court had authority to hear the case.

Sees Showdown Soon

Between L.A. and D-MPA

ALBANY, N. Y., June 7—"The Evangelist," official publication of the Albany Catholic Diocese, editorially endorsed "some known" between the Legion of Decency and the Motion Picture Association of America, Inc., based on the "Legion's dissatisfaction with the morals of objectionable pictures" and its opposition to any act of injustice by the Legion of Decency.

"The National Legion of Decency, according to a statement of its representatives, has been given to understand that its dissatisfaction with the morals of objectionable pictures and its opposition to any act of injustice by the Legion of Decency.

Cautious Regarding Johnston

"In view of the comparatively few pictures that can be classified by the Legion of Decency as entirely suitable for the general patronage," commented "The Evangelist," "Mr. Johnston, known as 'the lie concern'," the "pictorially reasonable people will continue to be made from reasonable concessions to anybody or anything."

U' Dividend Declared

The board of directors of Universal Pictures Company, at a meeting held yesterday, declared a U' dividend of 25 cents per share on the common stock of the company, payable on June 20 to stockholders of record on June 17, 1955.
National
Pre-Selling

"COLLIER'S": June 24 issue has Grace Kelly, star of Raymond Hitchcock's "To Catch a Thief" (Paramount) and MGM's "The Swan" on an eye-catching full-color front cover.

In the issue are six pages of pictures of Miss Kelly, most of them in swimming togs taken with the "Collier's" color camera on the beach at Cannes, France. The magazine sent an ace lensman, Howell Conant, to the Caribbean resort to make pictures for a photograph section on the Academy Award winner. One of the pictures appears across a striking two-page spread and another on a bleed-color page with the tropical sea in the background.

Florence Sonners gave laudatory reviews to three pictures in the June issue of "Redbook." They are "Marty," "The End of the Affair," and "To Paris With Love." "M. Roberts," portrayed by Henry Fonda, appears on the attractive full-color front cover of "Life's" June 6 issue. Inside the issue is a full-color page and a number of black-and-white pages that have photos taken on the production sets. "M. Roberts" was a Broadway stage classic. "Life" says, "M. Roberts" has emerged almost unscathed in a Warner release and is just as funny. In addition the new 'Roberts' benefits from the movie treatment in several ways."

"Love Me or Leave Me" is advertised on the back page of the June issue of "Woman's Home Companion."

Two excellent full page ads appear in the current issue of "Look": "Son of Sinbad," in full color, and "Love Me or Leave Me" in black-and-white. In addition, there is a Picture of the Month ad on the table of contents page advertising MGM's "The Cowherd."

An eye-catching color ad on "Daddy Long Legs" appears in the June issue of "Seventeen."

Walt Disney's "Davy Crockett" is getting a substantial plug in "American Weekly." A serial story titled "Four Loves Had Davy Crockett" has started in the June 5 issue.

"Parade's" June 5 issue has June Allyson, star of U-I's "The Striker," on the full-color front cover with her husband, Dick Powell. Lloyd Sharrer's two-part story of the factitious friendship of June Allyson starts in the issue. Among the photos used to illustrate the story is one of the "Striker" Offset plates featuring Jose Ferrer and Miss Allyson.

An attractive color ad on Walt Disney's "Lady and the Tramp" appears in the June issue of "McCall's."

WALTER HAAS

Review

"Summertime" (United Artists)

Hollywood, June 7

"SUMMERTIME," the film version of Arthur Laurents' stage play, "Time of the Cuckoo" was directed by George Cukor and with Rosanno Brazzi. As produced in Venice by Ilya Lopert, with cameramen Jack Hildyard glorifying that glamorous city in Eastman color, with print by Technicolor, it is breathtakingly beautiful to look at, although limited to 1950's Hollywood, and it contains some lovely Miss Hepburn's, that measure up to the highest professional standards.

As to story, however, standards long established and lived up to in the American film industry are disregarded, with the result that Laurents' production has been rejected by the Production Code Administration. Its place in the commercial entertainment field appears indicated by that circumstance.

In the script by David Dean and Harold Hecht, Miss Hepburn is an American business secretary visiting Venice on funds she has saved for this purpose, and Brazzi is the proprietor of a small Venetian shop. Lonely in the city, she is fascinated by Brazzi and, although knowing he has a wife and family, is carried away by a vision of life with him that is terminated, without visible remorse or other consequence, by her return to America.

Two of the three minor storylines accompany this one.

In view of the magnificent camera work by Hildyard, which would be well worth the production's running time on its own account educationally, it is hardly regrettable that "Summertime" cannot be recommended for general exhibition.

Running time, 99 minutes. Adult audience classification. For June release.

WILLIAM R. WEAVER

Ban on Circuits

(Continued from page 1)

Ban on Circuits

(Continued from page 1)

U-I Joins NBC

(Continued from page 1)

U-I Joins NBC

(Continued from page 1)

People

L. I. Rice has been named studio auditor for Twentieth Century-Fox, succeeding T. R. Kratzer, who has been promoted to the position of special advisor to the finance and accounting department of that company.

Joseph Andrek is the new operator of the Riverside Drive-In at Ogdensburg, N. Y., which is being booked by Upstate Theatres Inc., of Albany. Joe has operated the outdoor theatre for five seasons. He still has the Pontiac Theatre in Ogdensburg.

Harry G. Ommerey, formerly program director of CBS Television, has been named CBS Television vice-president in charge of network programs.

O. C. Lam, Jr., son of O. C. Lam, president of Lam Amusement Co., Rome, Ga., has been elected commissioner of the American Legion there.

Michael Mindlin, Jr., has resigned as advertising and publicity director for Symphony Films to join Hetch-Lancaster Productions as unit public relations director of "Trapeze," which will be put into production in Paris in July.

Wage Law Extension

(Continued from page 1)

boost the minimum to $1.25, and turned down 11 to 2 a motion by Sen. Altot (R., Colo.) to make the new minimum the 90 cents proposed by the Administration.

A Senate Labor Subcommittee last Friday had voted unanimously to postpone indefinitely consideration of propossals for expanded coverage. Sens. Douglas (D., Ill.), chairman of that subcommittee, and the administration might have hearings in the fall on the question, with a view to action next year.

Senate Majority Leader Johnson (D., Tex.) said he hoped to call up the minimum wage bill on the Senate floor tomorrow and have it passed by tomorrow night or Thursday. An attempt may be made on the Senate floor to expand coverage, but it's certain to be turned down.

"Package" Bill Pushed

Meanwhile, Undersecretary of Labor Arthur Larson urged the House Labor Committee to approve a "package" bill increasing the minimum to 90 cents and expanding coverage. He refused to say exactly what expanded coverage could be, saying administration recommendations, declaring that "Congress is in the best position to work out details." However, it was reported that labor Secretary Mitchell before the Senate committee—that Congress might want to give the Administration long-range consideration of interstate theatre chains and other interstate retail and service organizations.

Committee members wrangled over the question of extending coverage but Chairman Barden (D., N. C.) re- minded those who voted against the bill that the Committee had already voted to confine its deliberations to increasing the minimum and to consider expanded coverage at this time.

WALTER HAAS
In FCC Petition
Skiatron Asks
Use of UHF, VHF Stations

UHF Stations Now Show Losses, Commission Told

From THE DAILY Bureau
WASHINGTON, June 8.—The Skiatron subscription TV system would use the already licensed facilities of ultra high frequency stations and non-network-affiliated very high frequency outlets, Skiatron declared. In a memorandum filed with the Federal Communications Commission.

Most of the UHF stations are currently operating at a loss or without profit, the memorandum said. It was presented on the basis of supplementary income from the Skiatron system will permit continuous operation of the UHF stations, heighten competition in telecasting and improve the

AA Earnings
Above 1954's

Although Allied Artists' fiscal year does not end until June 30, earnings for the 53 weeks ended April 2 were above those for the 1954 fiscal year, according to a notice to stockholders. The notice pointed out that the statement for the year ended April 2 was required by the terms of the underwriting agreement between AA and Emanurol, Deetjen & Co. as follows:

Net earnings for the year ended April 2 amounted to $574,099, with total income totalling $12,082,303. For the fiscal year ended June 30, 1954, the earnings amounted to $414,489. Income amounted to $11,836,526.

Stengel Resigns as
Crescent President

Special to THE DAILY
NASHVILLE, June 8.—Kermit C. Stengel, president of Crescent Amusement Co., today resigned as president and director, stressing the reason "does not in any way involve the business affairs of the company," but was solely in the interest of preserving harmony.

Stengel stated that the book value was

Production Peak
At U-I Studios

From THE DAILY Bureau
HOLLYWOOD, June 8.—What is said to be marking the greatest activity the studio has seen in the last five years, 11 pictures will be in various phases of production at Universal-International tomorrow. Included in this spurt of activity are five productions before the cameras on the lot, additional scenes being filmed for another, tests being shot on two that are blueprinted to start this month, one being scored, were being dubbed and inserts being filmed for another.

Stellings, Kropp, Rosenfeld Head
TOA Convention

Three co-chairmen who will direct the Theatre Owners of America annual convention in Los Angeles on Oct. 6-9 have been appointed by E. D. Martin, president. Representing the East and South is Ernest G. Stellings, of Charlotte, N. C., head of Stewart & Evers Theatres. Lester R. Kropp, of St. Louis, president of the Missouri-Illinois Theatre Owners Association and executive of the Wehrenberg circuit, will represent the Midwest, while the West will be represented by Andrew Rosenfeld, of Spokane, Wash., TOA vice-president and exhibitor in Washington and Colorado.

Set First Arena
Fight Telecast

Two large-screen mobile television units will be employed in Syracuse's Colosseum on Friday to take care of the overflow from that city's fight arena, where the welterweight championship fight will be staged.

It was learned here that the International Boxing Club contacted Theatre Network Television for its mobile equipment after the local arena's 9,000 seats had been sold out for the bout.

"Summertime" PCA Approved

"Summertime," the Ilya Lopert production for United Artists release, was referred to in a review in this paper yesterday as not having Production Code Administration approval. This reference was in error. The picture, which will open at the Astor Theatre, New York City, on June 21, has received PCA approval.

July 1 Deadline for Company Meets
COMPLAINTS GO TO
SSBC NEXT MONTH

Allied Emergency Defense Committee Sets Strategy at Executive Session in Chicago

By J. A. OTTEN

WASHINGTON, June 8.—The Senate Small Business Committee has started making preparations for hearings next month on exhibitor complaints against distributor trade practices.

This was learned as Allied States Association's Emergency Defense Committee announced a postponement until July 1 of the deadline for meetings with distributor company officials in New York. An Allied announcement said general counsel Abram F. Myers in the meantime would "begin active preparations" for Senate hearings.

The hearings will be held either before a Small Business Subcommittee on distributive practices, headed by Senator Humphrey (D., Minn.), or by a joint session of Humphrey's group and the anti-monopoly subcommittee headed by Senator Long (D., La.). In any event, according to Humphrey's office, the hearings will open some time before Congress adjourns for the summer. If they are not

Rep. in Rank
Canada Deal

Special to THE DAILY
TORONTO, June 8.—The product of Republic Pictures Corp. will be distributed in Canada by J. Arthur Rank Film Distributors, Ltd. in accordance with the terms of a contract signed by Richard W. Altschuler, vice-president of Republic, and Frank H. Fisher, vice-president and general manager of the Rank organization.

The new arrangement will become effective on July 31, at which time Republic's present pact with Empire-Universal Films, Ltd., will expire.

Sen. OK's Pay Bill;
Theatres Excluded

From THE DAILY Bureau
WASHINGTON, June 8.—The Senate today approved the bill to boost the federal minimum wage to $1 an hour, without any attempt being made to extend coverage to theatres.

Though the House still must act on the measure, the Senate's decision to
Personal 
Mention

JAMES E. PERKINS, vice-president of Paramount International, will return to London from New York today via B.O.C.


Morey R. Goldstein and Edwin Morton, Allied Artists vice-presidents, will return to New York today from the Coast.

Sperry Perakos, general manager of Perakos Theatre Associates of New York, British, Conn., and Mrs. Perakos, have returned home from Hartford.

H. Simon Ullman, son of Saul J. Ullman, Palace division manager in Albany, N.Y., was graduated this week from Albany Law School.


Paul Schumach of Metropolitan Picture Service became the guest of a boy last Friday, his second son.

Don Thau, M-G-M studio executive, has returned to the Coast from here.

Dave Emamur of Phoenix Films, will leave here tomorrow for the Coast.

Harry Browning, home office executive of New England Theatres, is in Hartford from Boston.

Jerry Lewis will arrive in New York today from Charlotte.

Leland Hayward, producer, has returned to Hollywood from New York.

Para. Press Junket

Starts Tomorrow

One hundred and sixteen of newspapers, magazines, and radio-television personalities of New York and Hollywood will head for Brown's Hotel in New York for a three-day press preview of Paramount's "You're Never Too Young" starring Dean Martin and Jerry Lewis.

They will depart from Times Square in chartered air-conditioned buses and will arrive at Brown's with Jerry Lewis acting as master-of-ceremonies.

Saturday afternoon will be given over to various games and the competition with prizes for the winners. The evening's festivities will begin with a cocktail reception for the guests of Charles and Lillian Brown, owners of the hotel. This will be followed by dinner, at which Jerry Lewis will dedicate their playhouse as the Martin and Lewis Playhouse. It was at Brown's that the duo started as a professional entertainer.

To Report Progress

Fan Magazine Publishers Pledge Support to Poll

Publishers of 14 motion picture fan magazines have gathered their support yesterday before the Academy Award's ball will be held next Nov. 15-17 by the country's theatres so that patrons may choose the best picture-

Stranger' Ads in 19 National Magazines

A $267,000 national magazine advertising campaign, said to be the largest for a film to date, has been launched by Paramount. The campaign is under the direction of Stanley Kramer's "Not As A Stranger" in 19 top publications with an estimated combined circulation of 385,000,000. It was announced by Francis M. Winkus, UA national division director of advertising, publicity and exploitation.

Follows 'Teaser' Drive

The program, which follows the $113,000 advance newspaper "teaser" campaign, will be built around the hit film at the 2,000,000-copy best seller with two full-page color insertions in "Life." (June 20 and July 4 issues). "Look" (June 25 and July 12 issue), the "Saturday Evening Post" (June 25 and July 9) and "Collier's" (July 6 issue).

Other full-page color ads for "Not As A Stranger" will run in "This Week" (June 25) and the special issue of "Ladies Home Journal," "McCall's,

IFE Discontinues Dubbing Studio

In order to concentrate its activities on distribution, Italian Films Export Corp. has decided to discontinue the operation of the IFE Dubbing Studios here, effective the end of the present film season.

E. R. Zorgonioti, American representative of Italian Films Export, U. S. A., said: "Having established criteria of technique and quality, we are going to concentrate our attention now upon the distribution of quality motion pictures and can no longer continue to be involved in this phase of production."


News Roundup

WB Reopens Thailand Office

Warner Brothers is reopening its own distribution offices in Bangkok, Thailand. E. V. D'Souza, formerly WB branch manager in Pakistan, has been appointed to this position, under supervision of Berry Greenfield, field division manager for Warner International.

To Honor Murrow, Friendly

National Television Film Council on June 16 will honor Edward R. Murrow and Fred W. Friendly for their contributions to films for TV through their CBS-TV program "See It Now." Ceremonies will be held at the Hotel Delmonico.

Telefilm Stock Offered

An offering of 312,500 shares of common stock of National Telefilm Associates, Inc., at five dollars a share, was announced by the company, the market by Charles Plonk & Co., underwriter of the issue.

Praises 'Shrike'

Mrs. Dean Gray Edwards, motion picture chairman of the National Council of the Women of the United States, yesterday forwarded the word "The Shrike" in a letter to all members.

Family Car Night

The Groton, Conn., Drive-in has a "Family Car Night" in effect on Tuesday and Thursdays, with $1.30 charged for a carload.

Ilya Lopert Here for 'Summertime' Bow

Ilya Lopert, president of Lopert Films, will leave New York today for Venice, Italy, to make final preparations for the Broadway premiere of his new film, "Summertime," at the Astor Theatre on June 21.

Proceeds from the New York opening of "Summertime" will go to the "Salute to France" program being sponsored by the American National Theatre and Academy to foster Franco-American relations.

Lerner Due Today

Robert Lerner, Beverly Hills attorney and partner in the new Japanese Eastman Color feature, "Samurai," will arrive in New York today for distribution conferences with Arthur Epstein of Fine Arts Films, Inc. The film, which will reproduce its prints from the Toho laboratories in Japan, stars Toshiro Mifune, star of "Roshomon." He will narrate a narration by William Holden.

Motion Picture Daily

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1720 Sixth Avenue, Rockefeller Center, New York 26, N. Y. Telephone Circle 7-3080. Cable address: "Quiggleas, New York." Martin Quigley, President; Martin Pfeifer, Vice-President; Milton Good, Treasurer; William H. Crockett, Advertising Manager; Gus H. Evans, Production Manager; Hollywood Bureau, Eugene, Ore., Los Angeles, San Francisco, Chicago. Japan: Shokokusha, Ltd., Tokyo. London: 14 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quiggleas, London." Other Quigley Publications: Motion Picture Herald; Motion Picture and Television Almanac; Facts. Entered as third-class matter Sept. 21, 1928 at the post office at New York, N. Y., under the act of
...from Rose to rose—without a hitch

Today, it's color... and precision. For example: a lovely girl dissolves to a glowing red rose. In black and white, a simple procedure; in color, a job requiring complete co-ordination of production and processing technics. To aid the industry in areas such as these, the Eastman Kodak Technical Service for Motion Picture Film maintains branches in strategic areas. Inquiries invited.

Address: Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

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

West Coast Division
6706 Santa Monica Blvd
Hollywood 38, California

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois
Skiatron

(Continued from page 1)

quality of programs available to the public.

Adoption of the Skiatron system, the memorandum continued, should not affect programming that is currently commercially-sponsored and available over the NBC, CBS and ABC networks.

The Skiatron memorandum was filed by Arthur Levey, president of Skiatron Electronics & Television Corp., which owns the Skiatron patents, and Matthew Fox, president of Skiatron, that the company has the rights to exploit the Skiatron patents. Skiatron charged that the option Price Pact was a scheme which in effect already has toll TV, the theatre operators, mentioning the medium of large-screen theatre TV.

Other highlights of the Skiatron memorandum were:

- Skiatron's de-coder will be sold through normal retail channels by a franchise holder to the public at a price of about $25 each after mass production will be achieved.

- The de-coder will also contain a converter enabling its owners to secure UHF coverage programs in those areas where UHF is employed by the franchise holders, thus allowing Skiatron equipped sets to receive toll or free programs from UHF or VHF stations, in color or black and white.

- Skiatron is being accepted by the FCC as the standard system.

Senate OK's Bill

(Continued from page 1)

getline expanded coverage makes it virtually certain that there will be no extension of coverage this year.

At present, theatres, along with other retail and service organizations, are exempt from minimum wage coverage. The Administration urged Congress to extend coverage to interstate circuits, and various proposals were advanced in the Senate for the extension of coverage to interstate circuits and large theatres. Theatre owners announced their opposition to wage-hour laws.

A Senate labor subcommittee last Friday decided to postpone indefinitely the question of expanded coverage, and that subcommittee yesterday, today, when the minimum wage bill came up on the Senate floor, expanded coverage was barely mentioned, and no amendment was offered in this respect. Subcommittee chairman Douglas (D. Ill.) has said his group might hold hearings on the matter this fall, with a view to action next year.

Hal Horne Dies

(Continued from page 1)

publicity, remaining in that post for five years.

Turning to production, Horne held the position of vice-president at Walt Disney. In 1940 he formed his own publicity organization, From 1940 to 1950 he was head of the division of advertising and publicity for 20th Century-Fox, a post which was then relinquished to retain the organization that he had formed.

The deceased is survived by his widow, Lea, national chairman of the United Jewish Appeal; two daughters, four grandchildren and a brother, George.
MR. SHOWMAN IT'S YOUR FIGHT!

Here's my Pledge, Mr. Fabian!

DATE

Mr. Si Fabian, Nat'l Chairman,
Will Rogers Special 1-Day Collection,
c/o Stanley-Warner Corp.,
1585 Broadway, New York 36, N.Y.

You may depend upon my cooperation in showing the Will Rogers Hospital appeal trailer and taking up audience collections for at least one day during the week of August 15, 1955.

YOUR NAME—PLEASE PRINT Plainly

THEATRE

CITY STATE

CAPACITY

YOU CAN HELP SCORE THE FINAL KNOCKOUT!

The Will Rogers Memorial Hospital at Saranac Lake, N.Y., is a free tubercular institution serving any member of our amusement industry in need of treatment.

Despite the generous donations from within our industry to the annual Christmas Salute, more funds are needed to raise the percentage of cures from 94% to 100%. We must seek help from outside our business, through a special one-day theatre audience collection campaign in mid-August.

Won't you please pledge your theatre to show the appeal trailer and make the collections?

ONE DAY AUDIENCE COLLECTION DRIVE

BENEFIT OF

WILL ROGERS MEMORIAL HOSPITAL
and RESEARCH LABORATORIES
SARANAC LAKE, N. Y.
SSBC to Hear Complaints

(Continued from page 1)

be settled within the framework of the industry without outside intervention.

The release gave no reason for postponing the deadline. Key officials from both exhibition and distribution, who were participating in the meeting, said the unions, have been in or out of town, however. It was believed the deadline was delayed in order to give the exhibitor-distributor discussions an ample opportunity to take part in the exhibitor-distributor discussions.

The report will contain specific findings, Berger and Myers said, "as to the attitude of each company toward the exhibitor representatives and its position in regard to each problem discussed where interviews were had."

Myers Action Urged

The release concluded by saying that, "The Board of Directors, acting consistently with the action by the board at the St. Louis meeting in February," EDC recommended that the "begin active preparations for Congressional hearings, prepared in the light of the desperate condition of the exhibitors and the reasons therefor may be brought to public attention, in case the committee’s final report is negative and that it appears that the necessary legislation must be enacted."

Present at the Chicago meetings were Allied president Rudolf Shur, the chairman of the subcommittee; Horace Cane, Robert Dilling, Jack Kirsch, Ben Marcus, Wilbur Schaier, Berger and Myers.

To Start Two More Pictures at RKO

HOLLYWOOD, June 8.—With three major productions currently before the cameras for RKO distribution, two more pictures will begin filming on June 20 for RKO release, it was announced by C. J. Trevil, vice president in charge of studio operations at RKO.


Titans to Celebrate 52nd Anniversary

ROME. June 8—Titanus Films will present the 52nd annual celebration of its first International Cinema Congress which will convene at the Hotel Savoy in Rome June 23rd.

Goffredo Lombardo, president of Titans and son of the founder of the company, which involves four film journals, distributors, theatre owners and all of the employees of his company, will attend the celebration which will continue through June 23.

House Here Friday

Columbia’s "5 Against the House," starring Ginger Rogers and Brian Keith, will have its premiere at the Criterion Theatre here June 9.

TENT TALK

Variety Club News

LONDON—More than 10,000 visitors were attracted to the Variety Club’s opening of the Festival Gardens Battersea Park where 100 stars of Britain’s entertainment world contributed their services in aid of the Variety Club and five other charities. The opening yielded an estimated profit of £1,500.

SAN FRANCISCO—Dick Colbert, sales manager of Universal here, will be the guest of honor at a Variety Club testimonial luncheon on Thursday, a tribute to his work and industry activities. After 10 years in San Francisco, Colbert has been transferred to Portland as branch manager.

BOSTON—More than 100 exhibitors and members of the Variety Club of New England were the guests of Judge John Pappas at Suffolk Downs track last week. In their honor the judge named the feature event the Variety Club race and a trophy was presented to the winning owner by Michael Redstone, second assistant chief banker. Each guest was given a free daily double ticket.

BALTIMORE — The Baltimore Variety Club Tent No. 19, is sponsoring the initial visit to Baltimore of the Ice Capades — which comes July 14 and will play through July 20 at Memorial Stadium. This is the 15th annual edition of the ice show, which, heretofore, has skipped Baltimore. An advance ticket sale is reported to be encouraging. At a stag night last week, the club was joined by the Baltimore Colts football team.

CHARLOTTE — The Charlotte Variety Club is hoping to screen a new picture every Sunday night in its club rooms.

Cites Support of Cinerama Abroad

The acceptance of Cinerama in Europe was hailed here yesterday by Harry Goldberg, director of publicity and advertising for Stanley Warner.

Goldberg, who recently returned from a month’s tour abroad, said that in Milan, London and Paris, “This is Cinerama” is doing well.

Start ‘Fogy’ Sales

Tickets are now on sale for the New York premiere of Bob Hope’s musical comedy “The Seven Little Fugels” to be held at the Criterion Theatre June 20 for the benefit of United Cerebral Pals.Hope, who was starred in this Paramount film as the great song and dance man, Eddie Foy, received an honorary Oscar at the “Eddie Foy” Commemorative Award in recognition of his service to the cerebral palsied. Hope is national chairman of UCPI.
Observing Martin Quigley's Fortieth Anniversary...

By Sherwin Kane

Forty years in the making! In glorious color! Packed with action—past and present—humor, reminiscences and expressions of esteem from all branches of the industry and from all corners of the world! An outstanding production!

That's the Martin Quigley 40th Anniversary Issue of "Motion Picture Herald," out today! To borrow a word encountered with some frequency in reproductions of news pages culled from antecedent Herald publications, circa 1920, which are to be found in a section of the Anniversary Issue—it's colossal!

Sharing the Issue of more than 200 pages is a section devoted to the 25th Anniversary of the industry's Production Code, of which Martin Quigley is the author.

Both anniversaries—Martin Quigley's 40th as publisher and editor-in-chief of the "Herald"—and the Production Code's 25th—are memorialized in an eloquent Resolution adopted and signed by members of the board of directors of the Motion Picture Association of America, and reproduced prominently in the Anniversary Issue.

President Dwight Eisenhower sends a letter of greeting and congratulation.

Eric Johnston, MPAA president, writes appreciatively and at length of the man and his work under the title "Two Significant Anniversaries," elsewhere in the Issue.

Page upon page of warm, earnest messages from heads of every industry organization of consequence, at home and around the world; together with more personal tributes from industry pioneers and leaders expressing their great regard for Martin Quigley, his work, his editorial policies, his contributions to the direction and advancement of the industry and the institution of the motion picture over four decades, constitute an impressive catalogue of the widespread esteem for the man.

Brimming with interest and nostalgia is a section in the Anniversary Issue reproducing headlines and pictures from the columns of the "Herald" from its beginning in 1915 up to the present. Evoking wonderful interest are the numerous evidences in the news headlines of 40 years that some stories, in all truth, are hardy perennials.

For example, the "Exhibitors Herald" headlines in 1915 (Continued on page 7)
Personal Mention

ALFRED CROWN, Allied Artists vice-president, will leave here for the Coast on Sunday.

BARNEY PETKIN, New Haven exchange manager for RKO Radio, marking company's 50th anniversary and his 30th year with the company.

MAX FELLERMAN, Lopert Films executive vice-president, and Mrs. FELLERMAN will leave over the weekend for Thames, N.C.

AL SCHUMAN, formerly general manager of the Hartford Theatre Company, Hartford, is visiting there from Daytona Beach.

P. T. DANA, Universal-International Eastern sales manager, will return to New York today from Boston.

RITA CUMMINGS, publicist for United Productions of America, is in New York from the Coast.

DEMITRI TIOMKIN, composer-conductor, has returned to Hollywood from New York.

CHARLES VIDE, director, will arrive in New York from Hollywood on June 17.

IRVING RAPPER returned to the Coast yesterday from New York.

Quigley, Jr., Off for Europe Tomorrow

Martin Quigley, Jr., editor of "Motion Picture Herald," is scheduled to leave here tomorrow for Europe. In Dublin he will be the guest of the Variety Club of Ireland at a luncheon Tuesday and will also give an address at the National University, in London on Wednesday. With him to present a check to David B. Williams the 1954 Overseas Showmanship Award won in the Competition sponsored by the Managers Round Table of "The Herald." In Rome Quigley will attend the convention of Distributors Films, June 20.

Publications Will Honor Dean Martin

Several show business publications and Capitol Records will present Dean Martin of the Martin and Lewis comedy team with various citations and tokens at Brown's Hotel, Loch Sheldrake, later, where Paramount Pictures will hold a three-day press preview and celebration this weekend of "You're Never Too Young."

'Adventure' on TV

Footage from "The Great Adventure," currently playing at the Paris Theatre, will be shown on the CBS-TV network at 8:30 to 6:00 P.M. (EDST), on Sunday. The film was produced in Sweden and is being presented here by Louis de Rochomber. It has never before been on television.


Barney Balaban, president; Adolph Zukor, chairman of the board, and all other incumbent officers of the company, were re-elected yesterday at a meeting of the board of directors at the home office. The election followed the resignations of directors, who recently succeeded the late William A. Kern as general counsel, was held. The other officers who were re-elected include: Stanton Griffis, chairman of the executive committee; V. Freek Freeman and Paul Rubboli, vice-presidents; James H. Richardson, treasurer; Louis A. Novins, secretary; Russell Holmstead, James Egan, and Arthur Israel, Jr., assistant secretaries.

Gray Skies Didn't Dampen Off Day

Generally inclement weather failed to dampen the enthusiasm of the participants in the fourth annual film industry golf tournament and banquet sponsored by Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club, near Chicago. Under threatening skies, more than 25 foursomes teed off and vied for the top prizes while their companions followed behind. The banquet which climaxazed the day's festivities was attended by some of those who were unlucky on the golf course nevertheless captured prizes at the banquet. The four-somes were filmed as they teed off. Chairman of the Balaban and Otis Inc. Bal- berg scored low net, with William Cochraner taking low gross. Runners up were, respectively, Irving Sochek and Al Fitter. Winners of the putting contest were Sol Strasberg, Milton Mendelwasher and Jack Hoffberg. Jim Ippolito was second to Milton Salzberg, who made the longest drive, while one, two and three in the hole-in-one department were, Phil Levine and Gordon Craddock.

Two Birdie Winners

Gordon Hedwig and William White scored one and two in the birdie division. Best dressed golfer was Sam Kolber, while the annual Chip Off took as acid hottest golfer.

The foursome winners were: Jack Hoffberg, George Hornstein, Milton Salzberg, Mort Holley, Charles Ippolito, Murray Strasberg, Marty Friedman, Herman Wintrich, Pete Goldsmith, Max Cohler, Jack Trice, Lou Pfaffner, Harold Lasser, Hal Fitter, Mort Weig, Harry Low, John McGovern, James Ippolito, Sidney Weil, David Sent, Harry Pfaff and Lou Golding.

The low gross was scored by Ed Fabian, with low net in the same category going to Sid Pearle.

Rhoden at Justice Dept Meeting on N. T. Decree Topics

Washington, June 9—Elihu Rhoden, president of National Theatres, conferred here today with Justice Department officials on the latter matters pertaining to the company's consent decree. Other topics heretofore National officials have discussed with Justice the possibility of the company engaging in activities designed to provide a number of films production to relieve the existing product shortage. It is not known, however, whether this is the subject of the current discussions.

Restrictions Pointed Out

The Justice Department recently has taken the position that any interest in production undertaken by division courts should be subject to a number of restrictions designed to prevent any competitive advantage accruing to the circuits through their interest in the pictures.

National Theatres has completed the divestiture program imposed by its consent decree and is free to acquire additional theatres. It is known, however, that the company has no theatre expansion plans at this time.

Rhoden, questioned here yesterday, following press conference for publication on his meeting with Justice Department officials earlier in the day in Washington, he confirmed, however, that there were discussions related to the company's consent decree.

Rhoden was asked about current status of National Theatres stock on the New York Stock Exchange and replied that he knew the current situation to be of interest in the issue, which have carried it to a new high of 12 in recent trading. He commented that he was not in a position to make any statement as recently publishing a N. T. shares as probably undervalued by comparison with rival circuit operations, and said that this may have influenced buying.

Quigley, here for meetings in connection with the COMPO audience poll, of which he is chairman, is scheduled to leave for the Coast to night.

$80,000 for 'Ithc'

Twentieth Century-Fox's "The Seven Year Itch" completed its first recoup at Loew's State Theatre here with a gross reported at $80,000, safe to be a near-record.
Come
They
don't
come
at
a
big
hit
Go
Columbia!
Ask the
man
This Is It!
—from Columbia!
KENNETH
TOBEY
DOMERGUE
DONALD
CURTIS

WATCH IT EVERYWHERE ... IN THE BIGGS

CAME FROM BENEATH THE SEA

STARRING

KATHY

EXCECUTIVE PRODUCER SAM KATZMBA
PRODUCED BY CHARLES H. SCHNEIDER
DIRECTED BY ROBERT GIDON

SAN FRANCISCO 
MARRIOTT 
NEW YORK 
HOLLYWOOD 
CHICAGO 
SAVANNAH 
ATLANTA 
DENVER 
PHILADELPHIA
'No Threat' to Industry Seen By Telemeter

(Continued from page 1)

Telemeter, among others. The deadline for
answering comments is July 11.

CBS centered its attack on Zenith's contention that the public should be permitted to decide its preference after pay-TV had been authorized. The network, by pointing out ar
stances, declared that the "free choice" would be non-existent.

Discounts Zenith Promise

CBS also refuted Zenith's argument that it could promise first run pic
tures, implying that the industry would abandon production for thes
tres. The network did predict, how
ever, that if the petitions are estab
lished, and a system is feasible for home showing would be released for free TV.

Zenith's comments were embodied in a 71-page statement which prom
ised that toll TV would supplement existing advertising-type television and proposed four safeguards to in
sure this. The company also compared the film industry's efforts to suppress
tributes as a new form of competi
tion to the present situation in regard to pay-as-you-see television.

In connection with subscription TV, the American Broadcasting Co. based its argument on the contention that pay television could not co-exist. ABC also contended that the FCC had no authority to ap
prove toll TV which, it said, was not a broadcasting service.

'Competitive Co-existence'

Telemeter told the FCC that it might be necessary for Telemeter to assist in the supply, distribution and booking of programs in the early phases of toll TV, but that once the system had been established there would be no need for it to continue in that phase of operation. Denying ass
sertions that pay-TV would be a disa
trous threat to exhibitors, Telemeter claimed that it would result in a com
petitive co-existence by which the public would benefit.

Telemeter Would Aid Programming

WASHINGTON, June 9.—Tele
meter emphasized that it is necessary to assist in the supply distribution and booking of programs in the initial and develop
mental phases of subscription TV, the Federal Communications Commission was informed today by International Telemeter Corp., a subsidiary of Paramount Corp.

Telemeter, in its 82-page document of "comments" to the FCC on the toll TV issue, urged FCC authorize
ment of a uniform subscription TV system along the lines developed by the "coin-box" Telecine system.

As part of the developmental and pioneering costs of establishing a sub
scription television service, the docu
ment stated, "... it may be necessary that Telemeter and other local subscrib
ers be permitted to participate in obtaining at least a part of the early programming as a kind of "pump priming" process. Once the system is firmly established, there should be no need for Telemeter to continue to engage in this phase of the operation."

"One of the major sources of programs will undoubtedly be new,
ner quality films which it is anticipated will be available from the major motion picture producers," Telemeter stated.

Under the heading of "Effect of Pay TV on Motion Picture Exhibitors and Advertisers," Telemeter stated that the opponents of pay-as-you-see TV have argued that its authorization constitutes a disastrous threat to motion picture exhibitors and to TV advertisers. On the contrary, Telemeter contended, "the likely result is a competitive co-existence in which the public will be the beneficiary." The brief maintained that the motion picture industry met the chal
lenge of sponsored television "with imagination and ingenuity and the public benefited from the improved quality of product and the new techniques of presentation. The impact of Pay-TV may well be that it will contribute to the great benefit of that portion of the public which wishes to pay and to receive a simulcast in visual and emotion impressions."

Sees Set-Prices Lowered

In another section dealing with mo
tion pictures, ABC stated that "possibly some films produced on Pay-TV could be shown in movie theatres as well. Given this fact, the large portion of present film revenues are obtained from a relatively few theatre showings, such showings could contribute a substantial portion of the revenues required for the pro
ducers and distributors of the picture. Paying the set-price for TV would mean the film need not be reordered from the TV program, and it might also increase valuable TV syndication and pay-as-you-see TV presentation," the brief stated.

The 82-page document consisted of five sections, followed by a number of appendices.

The first section dealt with the quan
tity of law and contented that the Commission must have the authority to regulate pay-as-you-see television. It was maintained that the historical reliance by radio and television upon advertising for support was the result of "natural development of the in
dustry, rather than the result of Congressional or regulatory measures.

Procedure Described

Announcement of the "marque" feature of the Telemeter system was contained in the second section tell
ing how the Telemeter system works. "In Telemeter's new "marque," the program being offered via pay-as-you-see television is actually aappearing on the screen which would give information regarding the program that was being offered for sale over that particular channel."

Other topical headings were: The Public Interest and Pay-As-You-See Television. Organization of the Tele
meter System, Licensing, Taxation and Other Problems. Other highlights of the brief in
cludes a statement that Paramount ex
pects to continue to provide adequate support to the International Telemeter Corp. because of the conviction that pay TV is destined to become an important public service.

A receiver to accommodate the Telemeter system would result in an additional cost of $50 to $100.

A discussion of what the public is now getting under free home TV, which Telemeter argued is not free, was also presented in the brief. The Commission will be asked to establish a toll system under pay-as-you-see TV.

The rejection of the proposal to pay TV to UHF stations or to stations in small markets.

A statement that pay TV would only take up a portion of total air
time, the bulk being left for sponsored programming and "in-cash," pay TV was being urged.

The contention that the public prefers to pay for its entertainment in cash, a preference dictated by the box office receipts of the movies,

Points to Palm Springs

Citing Telemeter's test in Palm Springs as "broadly representative of the results of the survey made there at the time of the tests, indicating that the average subscriber to Pay TV would be willing to spend directly on TV entertainment about $50 to $2 per week, or roughly, $75 to $100 per year."

The document was also submitted by Paul A. Porter and Harry M. Plotkin, of Arnold, Fortas and Porter, attorneys for Telemeter.

ABC Says Pay TV Would Destroy Free TV

WASHINGTON, June 9.—Amer
ican Broadcasting Co. in its brief stated that pay TV and free television cannot co-exist. "To permit the first means a sacrifice of the second," the brief stated.

"The carriage fee to the pay TV subscriber, Pay TV would be willing
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kin, of Arnold, Fortas and Porter, attorneys for Telemeter.
‘Public Choice’ May Be Lost, CBS Warns

(Continued from page 6)

the benefit of the public, which would “take pay television if it liked it or stay with free television if it preferred to do so.”

CBS contends that this argument ignores the fact that the petitioners desire to hazard their millions of dollars, but also the free air waves that have been dedicated to public use. Earlier in the brief, CBS pointed out that pay-broadcasting over the free air waves “effectively operates to frustrate any real possibility of free public choice.” A viewer who is accustomed to relying upon a channel for free service will not have his choice of utilizing that channel for free or for pay while a pay program is on the air, the brief asserts, adding that “he will have the choice of not watching it at all or of being unable to utilize the channel.”

Uses Baseball as Example

Claiming that pay-TV siphons off the very programs which have been most popular on free television, CBS charges that the viewer will have to pay to see these programs, or not see them at all. He will not have his choice of seeing a baseball game free or seeing it for 50 cents, the FCC is told. He will either have to pay to see the game or forego it entirely, it is stated.

Continuing on this subject, CBS says: “The public could have a genuinely free choice only if both the channels which are used for free television and the programs which would otherwise be carried on those channels could be left unaffected. We have demonstrated, however, that pay television is not, and cannot be made, a purely additive service. The petitioners have suggested no method, and we know of no method, whereby pay television can be confined to the usages of ‘extras’ without reducing the use of existing channels and draining away free programs, both those available now and those which will be available in the future if pay television is not permitted to deflect them. For this reason, the ‘free choice’ of which they speak is non-existent.”

CBS asserts that the will of the minority would almost necessarily prevail if the present or 10 per cent of the listening audience could be persuaded to pay 25 cents or 50 cents for any program, the petitioners have suggested no method, and we know of no method, whereby pay television can be confined to the usages of ‘extras’ without reducing the use of existing channels and draining away free programs, both those available now and those which will be available in the future if pay television is not permitted to deflect them. For this reason, the ‘free choice’ of which they speak is non-existent.

CBS charges that more would be (Continued in Fourth Column)

Observing Martin Quigley’s Fortieth Anniversary . . .

(Continued from page 1)

were being devoted to film censors and newspaper critics of films; the Federal tax and admission price policies of the theatres were uppermost in the wartime headlines of 1917-18; expansion and organization were the news in the post-war years; exhibitor-distributor relations were tense in the mid-1920s but faded with the advent of talking pictures. The Production Code was adopted by the old MPPDA in 1930, and the period from 1932-36 appeared to be one of executive and corporate change of unusual importance, and of somewhat resented Federal regulation and restriction in the depression and post-depression years. The last 15 years, still fresh in the memory of most, were replete with the headlines of trust litigation, divorcement, television, technical and production innovations and the amazing development and expansion of the drive-in.

Joseph I. Breen, first Production Code Administrator and, with brief interruptions, in the post for almost 20 years, contributes the lead article to the Code Anniversary section. It is a detailed history of the document and its origins—authoritative as a man so intimately connected with it for so long a time can make it—an item of genuine worth to industry historians and everyone interested in the success story of this industry’s self-regulation.

Other contributors to the Code anniversary section are the present Administrator, Geoffrey M. Shurlock, who describes its working and the operations of the PCA; Jack L. Warner, who gives his personal appraisal of the Code’s significance and worth, and Adolph Zukor, who remarks upon its practical value to the industry over the years.

A highlight of the issue is Martin Quigley’s appraisal of the industry’s position, present and future, from his vantage point of editor and publisher of the industry’s leading journal for four decades.

Excerpts from his editorial opinions published over the 40 years of his career in industry journalism comprise another center of interest in the Anniversary Issue. The reader is strongly impressed by the clarity of Martin Quigley’s presentation of industry problems and attitudes and the wisdom of his editorial counsel thereon. The soundness of his analyses and advice, viewed in retrospect, and the application of much of his counsel, even to this day, is vastly intriguing.

An intimate biography of the publisher, written out of knowledge and observation gained in close association for many years, is contributed by William R. Weaver and Charles S. Aaronson, the former a QP staff member for 38 years, the latter, for 25 years.

Other significant features of an issue replete with them are the well known and universally liked Pete Smith’s amusing and highly interesting recollections, entitled “Memories of a Press Agent,” a presentation by George Schutz, editor of “Better Theatres,” of “Today’s New Phase of Theatre History,” a compilation, with credits, of “The Best Liked Pictures from 1915 to 1955,” and an account of the trials and advances of the British film industry, by Peter Burnup, London editor of Quigley Publications.

The sum of its contents leaves the reader with the warm feeling that can be given only by contact with worthwhile achievement over the many years and the encouraging promise of much more to come.

Zenity Sees Toll TV As a ‘Supplement’

(Continued from First Column)

lost tham merely dollars if pay television were not an ultimate success. It is claimed that fee broadcasters could not have had the talent, that sponsorship would be interrupted, listener continuity would be destroyed and that roadblocks would be set up which would disrupt free television.

Cites Change in Industry View

Summarizing CBS’ opinions on the effect of toll TV on motion pictures, the brief says: “Despite the prospect of pay television, however, the motion picture industry’s attitude toward television has changed from antagonism to acceptance and, as more experience has been gained, to actual promotion. While at one time motion picture stars were forbidden by the producers to appear on television, directors now actively urge their stars to appear. Television is being successfully used by motion picture producers to exploit motion pictures. ‘If by promising ‘first run movies’ the producers intend to imply that the motion picture industry will allow the making of pictures for the pictorial exhibition, we submit that it cannot be assured that producers will turn their backs upon this established and profitable market. We think it far more reasonable to assume that some pictures would be made primarily for theatre exhibition and some primarily for television. Possibly some of the latter would have higher budgets, chiefly in higher payments for stars, than the pictures which are better made for television exhibition today. They would not, however, as has been pointed out, be the pictures which the public is now seeing in theatres but, rather, the pictures which are not greatly dissimilar from the productions made for television which are now being made by the large producing, distributive, acting and production talent.”

Sees No Films ‘Denied’

“If the present petitions are dismissed, there is reason to believe that much work which in a box office product that is suitable for home showing will be released for free television. At some point, motion picture producers diligent in the interest of their stockholders, will seek to obtain that additional and residual revenue from their product which is available from television presentation. Considering only films made primarily for theatre exhibition, pay television affords the prospect of earlier showings, not of something that the public would otherwise be denied.”

Zenith Proposes ‘Box Office’ Shows

WASHINGTON, June 9—Zenith’s comments to the FCC proposed that subscription television would operate as a supplement to existing advertising-type television, and proposed four safeguards to insure this. They were: A subscription television service should use only “box office” pictures, such as first-run class “A” pictures, (Continued on page 8)
Compo Poll

Zenith, NARTB at Odds

The meeting was a series of shows designed to enlist press and advertising-publicity cooperation for the lure of the show, which is expected to attract favorable picture and player ballots by the millions.

Jerrold, 5 years hence, may see a two-fold accomplishment for the good of the industry emerging from the audience this week.

First, an opportunity for the industry to create new personalities, and second, a means of focusing public attention on good pictures in the theater.

"The mortality rate of personalities in Hollywood exceeds the birth rate," Rhoden said, "and if the audience awards will point up the promising new talent with the result that the audience is asked to maintain and support them for the object of obscuring the popularity of players which it has never had before.

If Compo's audience awards develop only to 10 personalities a year, Rhoden said, "the poll will be worthwhile."

The National Theatres' head said that he said that Compo's poll will be the Academy Awards, and believes that it will supplement, not hurt, the latter.

"The Academy Awards have a definite bar opportunity and no exhibitor would do anything to hurt the Awards and thereby lessen that value. Our audience awards will be for five categories only, as contrasted to the Academy Awards,' Rhoden commented.

The possibilities of the poll are so great, Rhoden said, in view of the industry which he is being editorialized by the industry leaders of the day, just as might be done today, that Compo's poll has begun its 25 years ago.

Thanks the Press

The reason it wasn't started 25 years ago," he said, "may have been because we had no organization then like Compo." He complimented Robert Coyne, Compo special counsel, for his work in getting the call off the ground, and Charles E. McCarthy, Compo's information director, for his part in the development of the project. Rhoden also thanked the trade press for its cooperation to date on the audience poll.

"It is the exhibitor who can make or break the audience awards," Rhoden said, "and it is the trade press that can inform and activate the exhibitor."

Coyne and Leonard Goldenson, president of American Broadcasting-Paramount division, are in charge of the trade press for the help given the poll to date.

Rhoden will conclude three days of meetings here today with a session with home office advertising and publicity heads, and will leave for the Coast tonight.

No Du Mont Stand On Subscription TV

WASHINGTON, June 9—Du Mont Television Network took no position, tonight, in support of the FCC's new policy, which will allow television networks to have direct-to-home satellite systems in the United States.

"The public clearly has the same rights as the consumer to the new technology, which subscription television offers," the FCC was told, "as they did in the case of drive-in theatres, any television service at all, improved methods of transportation or food distribution and the like. The FCC should not be stinted in its annual budgeting, with a total of no more than three million of subscription television, or it will be considered a threat to American television."

Zenith maintained subscription television would "intensify" the "current competitive situation." There is no need for the FCC to say that any particular entity or group of entities would ever be able to monopolize the market, because of the frequency distribution of programs for subscription television. It will tend to utilize the same distribution as all other distribution which are alreadyablished.

NARTB Attacks on Legislative Ground

WASHINGTON, June 9.—The National Association of Radio and Motion picture Broadcasters said that FCC authorization of subscription television would be in flat contradiction of the mandate of the Communications Act of 1934, and that it would encourage the larger and more effective use of television in the public interest.

The history of the Act, the NARTB maintained, shows the "ever-present threat that there is no assurance laid upon the American public for its radio and television broadcast reception.

The industry is one of the great media of mass communication, the NARTB said, and is therefore "heavily clothed with the greatest of public interest considerations." To supplant free television with "a system which would be a result of a drain financial levy upon the American people," the NARTB went on, "completely repugnant to the historical concept of public ownership of the airwaves.

Calls It 'Narrowcasting'

Subscription television is not broadcasting, the NARTB maintained, but instead, a "restricted, limited, confined means of conveying a signal to a limited audience, and be a complete confusion among the exhibitors as to whether subscription television will help or hurt them"

Zenith asserted that "with many producers, if adequate picture producers, the exhibitors have indicated to us that they are willing to play an important part in supplying program product to subscription television, and that the method of distributing entertainment than theaters. It quoted the Circuit Court of Appeals decision in the Millis patent case, in which the entire court found illegal a policy of discriminating against drive-in theatres.

"The exhibitors and distribu-

Zenith added, "is equally clear that such exhibitors and distributors have no right to erect a fence around the motion picture industry to keep out subscription television, or that such a policy under our competitive system and anti-trust laws, where the broadcast networks have this right, Zenith added.

De-Coder

lard C. Faught, economic consultant for Zenith, who attended yesterday's meeting of the NARTB, said that Jerrold Electronics, Astoria, which was called by Jerrold Electronics.

Faught, whose presence was noticed by members of the press, was asked by a newsman if he had any comment to make after an explanation of the offer made by Jerrold's executives. Faught responded that he would be "amazed if, after the exposure, the exhibitors were to believe that Zenith was not able to protect the secrecy of its decoding device.

"If it is used, too," interrupted Shapp, who then went on to flatly state that Jerrold's technique within a week would unscramble the De-Coder picture, if Zenith wished to put it to a test.

Will Seek Patents

Shapp, head of the firm that is said to be the largest manufacturer of electronic equipment for wired TV, said that Jerrold is prepared to file for patents of an electronic "jig saw puzzle solver" that corresponded with a scrambled picture, regardless of the method used in encoding.

At the same time, Shapp revealed that the test of the new device by the Federal Communications Commission, proposing the use of wired TV systems as a method of bringing toll TV to the public. Included with this brief, he noted, is an engineering exhibit containing a description of the company's automatic descrambler.

Highpoints of the comments of Shapp and other Jerrold executives were:

A contention that "boottling" of scrambled TV systems would be widespread.

The cost of building an unscrambling device would be nominal and simple enough for any TV repairman to build.

A flat statement that "it is impossible to build a decoding machine that could be used with the existing 30,000- 000 television sets that cannot be broken with ease.

The Surgeon General, whose firm is said to have installed more than 80 per cent of the television cable systems already in use, pointed out that his stand on providing subscription TV service by wire to the public is in complete accord with the stand of the National Association of Radio and Television Broadcasters, which came out against any curtailment of free television, and that suggested "nominal means without detriment to unlimited public reception."

Shapp said it was pointed out in trade quarters, also parallel the sentiments expressed by the Committee Against Pay-As-You-See TV.

Parallels Committee Views

Shapp, in his brief to the Commissioners, said that the FCC to consider Jerrold's proposal of a series of widespread tests through utilization of the test bed closed, circuit community antenna systems, now in operation and serving more than a million people in 850 municipalities within cities which would be wired.

Jerrold, he said, would not supply programming, but could supply the technical facilities.
EDITORIAL

Theatre Expansion—Any Incentives?

By Sherwin Kane

The exclusive report from Washington in MOTION PICTURE DAILY last week of Assistant U. S. Attorney-General Stanley Barnes' views on terminating existing restraints on theatre expansion by divorced circuits evoked considerable interest in exhibition circles, those unconcerned with Federal consent decrees as well as those that are.

There appeared to be no serious disagreement with Barnes' views, given to a Senate Judiciary subcommittee, that continuation of prohibitions against theatre acquisitions by circuits which have completed their decree-imposed divestiture schedules "would mean a law preventing big corporations from competing with little ones."

Moreover, there was no serious disagreement with Barnes' observation that the courts still are capable of enforcing Federal antitrust laws and need no help from the provisions of 10-year-old consent decrees to maintain competitive conditions in the exhibition industry.

However, the head of one national (divorced) circuit made this observation: "Judge Barnes' views are interesting and sound. However, they may lack something in significance at this time. Just what incentive is there for the acquisition of additional theatres today? Outside of the drive-in field, which we were prevented from entering when it was new and expansion within it offered many opportunities, the trend is not expansion but contraction.

"The national circuits have disposed of many more properties—not only by decree but also by choice—than they will acquire in a good many years to come—if ever. What with the product shortage, business uncertainties and continually mounting overhead, there is virtually no incentive..."

First in Several Years

20th-Fox Calls Convention Of Entire Sales Personnel

For the first time in several years, a major-company will bring its entire sales personnel together for a sales convention. W. C. Gehring, executive assistant general sales manager of 20th Century-Fox, has called the sessions for next Friday and Saturday in New York. Attending will be division and assistant division managers, branch managers, and salesmen from the company's 39 domestic and Canadian exchanges, including the new Houston branch, which will start operating on July 1.

The convention will develop a blueprint for the national and territorial (Continued on page 4)

Sharp Rise in Production

From THE DAILY Review

HOLLYWOOD, June 12—The spurt in production here during the last two weeks, plus a heavily blue-printed schedule for the immediate future, is expected to alleviate to some extent the product shortage.

Universal announced the five-year production peak with 11 pictures on the way. Columbia, with 28 pictures in its lineup, announced that it had four before the cameras and six in the pre-filming stages; in addition, 18 of the season's lineup are completed.

M-G-M expects to reach a five-year (Continued on page 4)

Censorship Repeal Argued in Kansas

Special to THE DAILY

TOPEKA, Kan., June 12—The Kansas Supreme Court on Friday continued ord oral arguments on the so-called "movie censorship case." The major contention by counsel for the State Attorney General seemed to be that the bill, which would repeal film censorship, was unconstitutional.

(Continued on page 4)

AD-PUB' DIRECTORS MAP PLAN TO AID AUDIENCE AWARDS DRIVE

Trade paper advertising, press books and field exploitation men will be utilized to aid the Audience Awards campaign, it was decided here at a meeting of the advertising and publicity directors committee of the Motion Picture Association of America.

The meeting, held at the Harvard Club on Friday, was attended by Elmer Rhoden, national chairman of the campaign, who outlined the procedure and potentialities of the Council of Motion Picture Organizations project.

The advertising and publicity men decided to carry slugs in their trade paper advertising urging exhibitors to turn in their nominating ballots as soon as possible. Press book and other advertising will carry messages about the Audience Awards and field exploitation men of all the companies will be asked to help promote the project in their areas as much as possible.

Rhoden said the success of the Audience Awards campaign was the responsibility of everybody in the business. He reported on a meeting he held recently with studio publicity heads and pointed out that the choice of the best picture of the year by an estimated 60,000,000 voters will greatly increase the value of that picture on re-release engagements.

Frank H. Ricketson, Jr., of Denver, president of Fox International Theatres (Continued on page 4)

Initial Experiment

To Test Story Properties on 'Lux Theatre'

Major Studios Cooperate In Series for Summer

A pre-production test of story properties and an avenue of development for new Hollywood talent will be offered this summer by the "Lux Video Theatre," it was disclosed here at the weekend.

Stories which will be made into motion pictures within the next year or two have been made available to the "Lux Video Theatre" by the film companies which own them, it was stated.

Cooperating in the venture, which will be inaugurated over the National Broadcasting Co., starting June 30, are Paramount, Universal, Columbia, Republic and United Artists, according to a Lever Brothers spokesman. The series, believed the first of its (Continued on page 5)

Drive-in Bid

Gains 'Tramp'

Special to THE DAILY

SALT LAKE CITY, June 9—The Oak Hills Drive-In here has been awarded "Lady and the Tramp," thus becoming the first outdoor theatre in the area to successfully bid on a major product for first run. There is still a possibility that the picture will be awarded to one or more of the downtown theatres to play simultaneously.

(Continued on page 5)

RKO Pictures Net

Stems from Interest

The operations of RKO Pictures Corp. for the three months ended March 31 resulted in a net profit of $47,737. Since March 31, 1954, when the corporation sold, with the approval of stockholders, all its assets, its holdings have consisted solely of cash, substantially all of which is on time deposits with banks. The net profit represents the interest income on such time deposits less corporate expenses.
Plan Circarama
For Disney Park

Circarama, consisting of a continuous image focused on a 360 degree screen, will be introduced at Disneyland Park on July 17 by American Motors Corp., according to George Rayney, president.

Circarama consists of a synchronized battery of Eastman 16mm, projectors which simultaneously focus color films on 11 individual screens arranged in a complete circle, it was stated. The new screen technique is planned as a free attraction in American Motors' Walt Disney's amusement park.

Preliminary French Talks on Tomorrow

From THE DAILY Bureau

WASHINGTON, June 12.—Preliminary conversations on a new French film agreement will take place here on Tuesday with the arrival from the West Coast of Jacques Fland, director of the French National Film Center.

Fland is expected to spend the day talking with Motion Picture Association President George Seaton, MPAA officials, and possibly, with State Department and other government officials. Full scale negotiations on a new film agreement are expected to start in Paris at the end of June.

The present agreement expires on June 30.

Tuesday evening Fland will be the host at a dinner in Fland's honor, attended by government officials, industry, diplomatic and society leaders.

Fland is currently in Hollywood with Marc Spiegel, MPAA Paris manager.

Start Adelman Trust Suit Trial in Houston

Special to THE DAILY

HOUSTON, June 12.—The trial of J. B. Adelman's anti-trust suit against six major companies making color films for the Interstate circuit has started here in Federal Court and is expected to extend for possibly six weeks.

Adelman, president of the Adelman Theatre here, charges inability to negotiate for top first run product. Distributors defendants are Paramount, Loew's, RKO Radio, Universal, Columbia and Warner Brothers.

State Dept. Says Japan Grants New Film Tariff Rates

From THE DAILY Bureau

WASHINGTON, June 12.—The State Department said it had obtained concessions in the Japanese tariffs on U. S. motion picture film and equipment.

The agreement is an improvement in an earlier agreement just negotiated with Japan. The concessions go into effect Sept. 10.

Japan has raised duty on U. S. exposed 35 mm, motion picture film, both color and black and white, has lowered duty on the same items, the State Department said. This rate was applied on the replacement cost of the film, which is the invoice price plus freight charges, if any.

State added, "resulted in a duty considerably below the specific duty imposed by numerous other countries but created problems for the film companies in computing the replacement value.

Under the new agreement, State continued, the duty is charged from an ad valorem duty to a specific duty of 20 cent per meter or fraction thereof or slightly over 2.7 cents per linear foot. The department administered the old valorem equivalent of the new rate represents an increase over the former ad valorem rate on replacement value but is expected to reflect a specific duty that represents an offsetting advantage in that the difficulty of determining accurate dutiable values is obviated.

Replacement Value $798,000

The total replacement value of Japanese imports of U. S. 35 mm. black and white and color film in 1953 was put at $798,000.

The agreement also reduces by one-third, from 30 per cent to 20 per cent, the Japanese rate of duty on color film imported and re-exported. It also included credit for getting Japan to “bind” certain other duties on film and equipment, these included the 30 per cent levy on exposed 35 mm., black and white motion picture film, the 20 per cent duty on cinema projectors of 36 mm. or less in width, and the 10 per cent rate for unexposed X-ray film.

"This settlement cannot be changed by the Japanese government without U. S. okay. Value of imports covered by these items in 1953 was put at $391,000."

The concessions granted to the U. S. by Japan must also be given by Japan to other countries through the general agreement on trade and tariffs.

Editorial

(Continued from page 1)

five whatever to expand today," he concluded.

At its recent spring meeting the board of directors of Allied States devoted time to viewing with alarm the Loew's applications (two, in a matter of months) for authorization to acquire drive-ins. The board resolved that independent exhibitors should be given notice of such applications in the future, together with the right to appear and be heard by the court. Judge Barnes' comments appeared to have especial pertinency in that regard. In fact, they might even be considered the Justice Department's reply.

Press Has 3 Days
Of Jerry Lewis Fun

Special to THE DAILY

LOCH SHELDRAKE, N. Y. — Jerry Lewis, including the new celebration of Paramount's Martin and Lewis comedy, "You're Never Too Young," have today after three days of hectic festivities.

Macedo antics marked the celebration from the time the 116 newspapermen and 50 members that were in attendance were awed by the comic's music personalities arrived from New York, Hollywood and Chicago for the weekend. Lewis and Martin were laden with gifts and trophies as guests of Brown's Hotel, Paramount Pictures and the stars of "You're Never Too Young," a Vista's comedy.

The three days were highlighted by Jerry Lewis' entertainment. It was at one point that Lewis got his start as a professional entertainer after starting tinge as a bus boy, Lewis recreated some of the routines he originated at Brown's.

On Many Radio Shows

His activities also included broadcasts and tape recordings for a number of the top network and radio-TV shows including the following shows, "Monitor," which also was televised with a special film clip of Lewis in action; the French Radio show; Ed Stokely's WGMG program; Phil Goulding's show also via WGMG; Phil Tomkies' WOR program; Red Benson's ABC show; the Tex and Jinx NBC show, and the Lanny Ross program over CBS.

In addition there were new shows and feature coverage by the New York and Los Angeles newspapers, wire services, movie papers and trade papers and extensive press photographs as well as newspaper camera coverage.

Charles and Lillian Brown, owners of Brown's, had hosted parties and receptions for the press. There also were new displays of Lewis and Martin's personal and Lewis Playhouse in recognition of the stars' spectacular achievements in all branches of the entertainment field.

Academy Governors Elect Seaton Head

HOLLYWOOD, June 12.—George Seaton has been elected president of the Academy of Motion Picture Arts and Sciences, succeeding Charles Brackett. The board of governors also elected Samuel G. Engel first vice-president, Fred L. Metzler second vice-president, Edward P. Powell secretary, John O. Aalberg treasurer, Jacob H. Karp assistant treasurer and Mrs. Edward H. Cahn secretary.

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People

Jacques Flaud, director general of Centre De La Cinematographie, France, will be guest of honor today at a luncheon given at the M-G-M studios in Hollywood by the Association of Motion Picture Producers.

Walter Wanger will deliver the keynote address next Sunday of the National Proclamation of Parole and Reintegration of Inmates, to be held in St. Paul, Minn.

Henry C. Bonfig, president of CBS-Columbia, was elected vice-president and director of Columbia Broadcasting System, Inc., at the board of directors' meeting held here. Bonfig was appointed president of CBS-Columbia, the television and radio manufacturing division of CBS, on May 18.

Thomas J. Ross, Jr., and Gail M. R. Nazaf have created Newell, Inc., advertising agency. Ross is a vice-president and account executive and Nazaf a vice-president and copy group head.

Arthur W. Anderson, North Central district manager for Warner Brothers, was awarded $12,000 in a civil suit brought for injuries sustained in a hunting accident.

Charles Aaron, formerly manager of the Victory Theatre, New London, Conn., has joined Community Amusement Corp., as manager of the Star in Hartford.

Ray McNamara, manager of the Alyn Theatre in Hartford, has been named chairman of the executive board of the Metropolitan Hartford Cerebral Palsy Foundation campaign.

Propose U. S. Sale Of General Aniline

WASHINGTON, June 12.—A Senate judiciary subcommittee will shortly hold hearings on legislation which would permit the government to sell General Aniline and Film Co., to American citizens.

The bill is sponsored by the State Department. Subcommittee chairman Johnston (D., S. C.) said he would "expedite" action on the measure, but it's still unlikely that it will clear both House and Senate.

The bill would authorize the President, if he feels the national interest required it, to sell General Aniline to U. S. citizens either on a high-bid or negotiated basis. Money received by the sale would be put in a special fund until the original stockholders of the company are settled. Sale of the company has been blocked for many years while court litigation seeks to determine the original foreign ownership of the firm.

Congressman Lauds Industry
Says Foreign Production
Creates Good Will for U. S.

WASHINGTON, June 12.—Rep. Leonard P. McDonough (R., Calif.), said the foreign motion picture industry is creating good will throughout the world by making films.

In a speech inserted in the "Congressional Record" for April 21, 1955, foreign films will be made available to American filmgoers, and the industry is being encouraged by the federal government. Under a $1 million federal program, the industry will have $1 million to spend on foreign films.

McDonough said the good will will be created by American film-making over the years, and he referred to a study of the industry. He pointed out that foreign sales are being increased by United States exhibitors.

"People who participate in these productions may be numbered among America's best missionaries of goodwill," McDonough said.

Radio-TV Set Sales
Above 1954 Level

WASHINGTON, June 12.—Retail sales of radio and television receivers rose in the first four months of this year, more sales were reported for the same period last year. Sales of television receivers, for example, rose to 748,449 last year, up from 735,760 in 1954.

The National Retailers Association said that sales of radio and television sets rose in 1954 to $1,557,489, up from $1,543,000 last year. The association said that 73 per cent of the sales were for televisions, up from 68 per cent.

Stevens Golf Champs
Of Albany Tent

ALBANY, June 12.—The 1955 Albany Variety Club golf champion is Charles Stevens, a new member of the club. Stevens has won the 14th annual tournament at Shaker Ridge Country Club with a score of 82. Ralph Ripps, Metro salesman and champion for two years, finished second, with a score of 85.

Irwin Ullman, supervisor of the Honey Cinderella plant, won the third place, with a score of 85.

Ullman made the longest drive, 270 yards, while Gordon Bagio, Panorama salesman, came closest to the pin. Norman Wittenberg, Universal salesman, received a consolation prize for the highest total.
Motion Picture Daily

Monday, June 15, 1955

Box Office

Asides & Interludes
—by Al Steen

THE architect, who had been commissioned to prepare the blueprints for a new drive-in, was showing the plans to his client. With pencil in hand he was explaining the fine points of the ultra-ultra outdoor theatre.

"Here," said the architect, "just to the left of the entrance is the playground, with swings, slides, merry-go-round and marble court. To the right is the swimming pool and shooting gallery and back of them is the track for greyhound racing. Over here is the square-dance pavilion and over there are the rows of hand-hewed seats on which teen-agers can practices with their new bowies.

Now, over at this corner is the tea garden; just to the left is the horse shoe alley and the big rig will be the super market. The zoo, the bowling alleys and the fleu circus will be over here. The wrestling match arena will be to the left. Now, over there will—",

"O.K., a minute," interrupted the exhibitor, "haven't you forgotten something?"

"Oh no," replied the architect, "there is still plenty of room for the miniature golf course and the Turkish baths."

"I meant the parking tiers for the cars, the screen and the projection booth," whimpered the exhibitor.

"My gosh," growled the architect, "I never thought of that.

For no reason at all, that reminds us of a conversation we overheard on Film Row the other day between a film salesman and an exhibitor.

"How did your patrons like that picture I sold you?" asked the salesman.

"They ate it up," replied the exhibitor.

"The salesman beamed. "With relish, eh?"

"No," said the un-beaming exhibitor, "with cranberry sauce. They know a turkey when they see one."

Subscription television sometimes is referred to as slot machine TV. Having an inventive mind, it gave us an idea and we decided to do something about it. Inasmuch as we didn't have a TV we were made back in the days when exhibitors relied on premiums to draw patrons, our machine goes along with the era. You drop in a coin, pull the handle and if you hit the jackpot, the screenuyện and a set of dishes tumes into your living room.

Well, that ought to revive so much classics as those that were popular wheesback in the good old days of fashionable depression:

Premium salesman: "If you want to build up patronage, why don't you start a China Night?"

Exhibitor: "I would, but we don't have enough Chinamen in the neighborhood to make it pay."

OR

Exhibitor: "I got a great idea. To any patron who buys a set of dishes, we'll give the theatre."

OR

There was the exhibitor who contracted for a drive-in deal and has been in his cups over since.

Of course, a lot of newcomers in the business don't remember when it was a case of no tick on no dish. You had to have Dish Night or Banquet Night or Screeno. If you didn’t, your banker thought you weren't on the level if you paid your note on time. It has been reported—but unconfirmed—that one bank got its loan back by getting under-the-counter Screeno cards.

Then somebody discovered popcorn.

$3,000,000 Anti-Trust Suit Filed in Boston

BOSTON, June 12.—An anti-trust case claiming $3,000,000 in trebled damages has been filed in the U.S. District Court by Charles Morse and Stanley Rothenberg of Marlboro Amusement Enterprises, Inc., operators of the Adams Theatre, Adams, Mass.

The suit was directed against Western Massachusetts Theatre, Inc., Theatres, Inc., and Samuel Goldstein, operators of the Paramount Theatre, North Adams; and Paramount Theatres, Inc., T. C. F Film Corp., 20th-Fox, Warner Brothers, RKO Radio, United Artists, Universal, Columbia, Republic and Allied Artists.

The complaint charges conspiracy of theTrans-Texas Control Passes to Novy

DALLAS, June 12.—Louis Novy, president of Trans-Texas Theatres, announced Friday the purchase of the stock interest of vice-president William O'Donnell and assistant secretary Torrence Hudgens.

Effective June 11 Novy will assume complete and active control of the company and will retain the present general offices. O'Donnell and Hudgens will announce future plans at a later date.

Audience Poll

(Continued from page 1)

mates, told how an audience election shows are in "Shirley" were Awards conducted in his theatres. Robert W. Coyne, COMPO special counsel also spoke on the details of the upcoming nominating and election processes to be followed in the campaign.

Others at the luncheon were Gil Golden, Warner Brothers, curator vice- chairmen, who presided; R. P. N. Braun, president of Fox Midwest Theatres; a number of Allied Artists; Abe Montague of Columbia Pictures; Oscar Doob, Encey Austin and Dan Terrill of M-G-M; Sid Blumen- sten of Paramount; Steve Ed- wards of Republic; Ben Grimm and W. Sten of RKO Radio Pictures; Rodney Bubey, Abe Goodman and Ed Solomon of 20th Century-Fox; Francis Wirikus of United Artists; Jeff Livingston of Universal; Charles Steinberg of Warner Brothers; Tary Mil of MPAA and Charles E. McCarthy of COMPO.

Production Spurt

(Continued from page 1)

activity mark in July. The studio has six pictures going on its stages and seven more productions are ready to start.

An indication of the stepped-up pace was noted last week when 15 new pictures started at the various studios, five were completed and a total of 39 before the cameras, a near-record in recent years.


Completed were: "Gun Point," CinemaScope, Technicolor (Allied Art- ists); "Wetbacks," Pacific Coast Pies, Eastman Color (Independent); "Fir- bid," Technicolor, CinemaScope, color (Metro-Goldwyn-Mayer); "The Vanishing American," (Republic); "Rebel Without a Cause," CinemaScope, WarnerColor (Warner Bros.).

Pre-release Runs Set for 'Shirley'

"The Shirley," Universal-Interna- tional's production based on the Pulitzer Prize play by Joseph Kramm, opened successfully this week.

Monopoly and restraint of trade, im- petition of key pre-release dates during July and August, starting with a world premiere at the Victoria Theatre in New York August 1. The picture has already been booked for summer runs by the Astor Theatre in Boston, the Loew's, the Midtown Theatre in New Orleans, Woods in Chicago, Madison in Detroit, Trans-Lux in Washington and the Paramount in Denver.
**Reviews**

“**We’re No Angels**”

(Paramount)

VISTA (VisaVision)

**SKULLUGGERY**

thief and murder are given the light treatment in this unusual film, replete with box-office and marque names such as Humphrey Bogart, Aldo Ray, Joan Bennett and Basil Rathbone. Dressed up in his off-beat, breezy style, offers many chunky moments.

Three seemingly hardboiled, yet lovley, criminals are the principals—Appearing as stunts for the ‘gruesome threesome’ good nature and repulsive sentimentality are Miss Bennett, Lee G. Carroll and Gloria Talbott, each portraying members of one family, a family trying to make a go of a retail establishment on Devil’s Island.

In the shop, on the whole, it is an imaginative fantasy, upsetting the natural order of things, jolting pat concepts about film-flamers, wife-killers and such. However, the screenplay by Ronald MacDougall appears to bog down at times, slowing down to an overly-relaxed pace, and at times not matching completely the light-champagne imaginative quality required of the fantasy.

Top performances are turned in by the cast, with standout acting rendered by Ustinov and Carroll, the latter portraying a harried physycal, played upon by Rathbone, his so-called “henchman.” Bogart remains a natural self in this role, while Ray should win himself some new fans and Miss Talbott should gain recognition for her beauty, charm and ability.

Stars in the cast include Lea Pennan, John Smith, Louis Mercier and George De.

Pat Duggan produced and Michael Curtis directed. The screenplay was written by Albert Russo. Running time, 83 minutes. General audience classification. For August release.

**MURRAY HOROWITZ**

**In the THEATRE**

**Equipment & Refreshment World...**

... with RAY GALLO

**“MITCHELL-LITE”** is the name of a new projection screen made of glass cloth vinyl-coated on one side. The screen is manufactured by the Mitchell Company, Hartesville, Ala. The new screen is said to be both flame-proof and water proof. The Mitchell company also manufactures the “Bowline” screen frame in addition to draperies, contour curtains, screen curtains, tracks and motor controls.

To boost attendance at drive-in theatres during rainy weather the Sightsmarter Corporation, New Rochelle, N. Y., has developed a special plastic visor for their drive-in windshields. The visor (see photo) is 48 inches long and 18 inches wide. Two levels are provided, with clamps on the end of them are designed to make it adjustable for attachment to the roof or water. The suction cup attachment fits to the base of the windshield.

**“Exceite 133”** projection lamp, distributed by National Theatre Supply, are now available with a water-proof carbon contact assembly as an optional device. Other new features of this lamp include an 18-inch reflector, improved positive contact, a tamper resistant holder for the heat filter and a ventilated reflector frame.

**“Tramp” Bow in Chicago**

Walt Disney’s “Lady and the Tramp,” first feature-length cartoon in Technicolor, will have its world premiere in Chicago Thursday, as it was disclosed late last week by Leo F. Samuels, president of Bueno Vista, distributor. The picture will open at the Roxy Theatre here one week later, on June 23.

**Disneyland’ Debut Slated for July 17**

The official opening of “Disneyland,” Balboa Park in Los Angeles, Calif., will be telecast nationally over the video facility of the American Broad- casting Company, July 17, from 7:30 to 9:00 P.M., EDT. The public opening of the park will take place the following day.

Walt Disney, originator of the project, will serve as host and guide on the special telecast, Associated Press cameramen will make the “Disneyland” will be ABC and the West- ern Printing and Lithograph Co., of Racine, Wise.

**New 2-Year Pact for Newsreel Writers**

A new pact covering newsreel writers has been concluded between the American Society of News Writers and Russell Moss of H-63 with Paramount News, Metrotop News, Movietone and Warner Pathe News.

(Continued from page 1)

kind for the TV and motion picture industries, answers the recommendations of such industry leaders as Leon Goldenson, President of NBC, and Leonard Goldenson, head of NBC's Los Angeles studio, who advocate that television be utilized to develop film personalities and scripts.

Those film companies cooperating, according to a Levco spokesmen, are the same as those which allowed their produced programs to be adapted for the Lux TV show during the past season. The films will be selected to be making the widest possible selection of story material accessible for the summer television previews. A Levco spokesmen said the material includes some best selling novels as well as a number of Broadway stage shows.

The full-hour video dramas will continue through Sept. 15 after which, the regular winter format of the program will be resumed, it was stated. The show originates live from the NBC-TV studio on the Coast.

**Drive-in Bid**

(Continued from page 1)

with the Oak Hills, which stipulated that this could be done.

This action adds to the competitive situation in Salt Lake, which city has five first-run situations, including 10 theatres. The Oak Hills is owned by Joseph Lawrence Theatres, which has two downtown houses and three suburban theatres. It was indicated these may be sold separately on “Lady and the Tramp.”

Other drive-ins are understood to be following suit for first-run product.

**Set Premiere Plans For ‘Summertime’**

The American National Theatre and Academy’s premiere committee for the Astor Theatre opening of “Summertime” on June 21 will meet today in the Ambassador Hotel to receive a report from Robert W. Dowling, chairman of the board of the ANTA, on the fund-raising status of the “Salute to London” program, a step in the proceeds from the premiere of the United Artists motion picture.

Rosanna Brache, who is opposite Katharine Hepburn in “Summertime,” will be guest of honor at the meeting, over which Mrs. William C. T. Gaynor, chairman of the premiere committee, will preside. Among the civic and social leaders and stage and screen personalities who will be present at the committee meeting are Mrs. Nicholas M. Schenck, Mrs. Bernard F. Gimbel, Mr. and Mrs. Charles Bell, Max Gordon, Paula Stone and Hope Hampton.

The premiere of “Summertime,” the American’s widely-heralded Technicolor film romance, will be open to the public and tickets will go on sale soon.

**‘Tramp’ Bow in Chicago**

Walt Disney’s “Lady and the Tramp,” first feature-length cartoon in Technicolor, will have its world premiere in Chicago Thursday, as it was disclosed late last week by Leo F. Samuels, president of Bueno Vista, distributor. The picture will open at the Roxy Theatre her one week later, on June 23.
REMEMBER “GENTLEMEN PREFER BLONDES”? WANT ANOTHER ONE LIKE “HOW TO MARRY A MILLIONAIRE”? WASN’T IT GREAT WITH “THERE’S NO BUSINESS LIKE SHOW BUSINESS”? NOW 20TH BRINGS YOU HOW TO BE VERY, VERY POPULAR

Produced, Directed and Screen Play by NUNNALLY JOHNSON
COLOR by DELUXE • A CINEMASCOPE® Picture

20th Century Fox presents BETTY GRABLE • SHEREE NORTH • BOB CUMMINGS • CHARLES COBURN • TOMMY NOONAN in “HOW TO BE VERY, VERY POPULAR” with Orson Bean • Fred Clark

“It’s a pleasure to do business with 20th!”
In AB-PT Houses
Earlier Start of Hot-Weather
‘Boom’ Noted

Goldenson Says Weekend
Was 22% Ahead of ‘54

By AL STEEN
Patronage in American Broadcasting-
Paramount Theatres’ houses during
the last weekend was 22 per cent
ahead of the corresponding weekend
of last year and indications are that
the so-called summer “boom” is be-
coming stronger than it did in the sum-
mer of 1954. Leonard Goldenson, AB-
PT president said here yesterday. He
reported that business during the
week ended May 2 was about the same
period last year, Goldenson said that
he expected this increase to continue
due to stronger product.

Goldenson singled out such pictures
as “Soldier of Fortune,” “Davy Crockett,”
“Strategic Air Command” and “The Seven Year Itch” as having partic-
ularly strong office strength and said that the total attendance for the
summer pointed to “healthy” summer
attendance.

Last summer, the distributors re-
leased some of their strongest product
(Continued on page 4)

Say N.T. Group Buys
Mrs. Zanuck’s Stock

Financial circles here credit Holly-
wood reports that a move is being
planned in National Theatres, headed
by Elmer C. Rhoden, either has or
shortly will close a deal for purchase
of Mrs. Virginia Zanuck’s 100,000-
share block of N. T. stock at $12
per share.

The N. T. shares have been active on
the New York Stock Exchange in-
termittently for the past several
(Continued on page 4)

Production Code
Backed by the SDG

From THE DAILY Bureau
HOLLYWOOD, June 13.—Re-
sounding endorsement of the Produc-
tion Code was registered by the
Screen Directors Guild of America at
its annual meeting, it was announced
today with adoption of the following
resolution proposed by Robert Altman,
William Wyler and John Ford.

“We vote that,This is the Screen
(Continued on page 2)

Paramount Pledges Exhibitors
Friendly Study of Problems

Murray Horowitz

A pledge that Paramount would take under “extremely friendly advise-
ment” the problems affecting exhibition, “particularly theatres grossing
$1,000 or less per week,” was made
here yesterday by George Weltner,
head of world-wide sales for Para-
mount Pictures, following a meeting
with the joint Allied States-Theatre
Owners of America committee.

Weltner’s pledge was contained in a
statement, apparently mutually agree-
d to be, with the Paramount world-wide sales
director and the committee.

The statement promised a
cordial understanding of exhibi-
tor problems, especially those of
the smaller exhibitor, was
made after a more than four-
hour meeting held between the com-
mitee and Paramount. The
first lasted several hours last
Friday.

The phraseology was similar to the
statement issued in the wake of the
committee’s meeting with 20th Cen-
tury-Fox, in the sense that both held
out for hope for more liberal sales terms
to smaller situations.

According to the statement, Weltner
“when pressed by the exhibitor repre-
tsatives for specific and immediate
changes in sales policy, . . . implied
that he is in no position to comment
specifically at this time. Upon his re-
turn from a business trip to Europe
early in July, he said he will devote
(Continued on page 5)

Hartman Cuts Short
His European Trip

By Peter Burnup

LONDON, June 13.—Don Hart-
man, in charge of production for Par-
amount Pictures, suffered a slight in-
disposition during his visit here and
has cancelled plans to visit Rome on
his current trip abroad. Instead, he
will fly to Copenhagen tomorrow day
for two days rest and thereafter
will return to New York.

While here, Hartman conferred on
Paramount’s “The Man Who Knew
Too Much,” now on location in Lon-
don’s streets, and also met with Danny
Kaye in connection with production
of the latter’s “Intermission.”

At a press conference, Hartman
(Continued on page 5)
Another “Diversification”

New AB-PT Subsidiary to Make Phonograph Records

The entry of American Broadcasting-Paramount Theatres into the phonograph record field was confirmed yesterday here by Leonard Goldenson, AB-PT president, and Sam Clark, president of the newly organized subsidiary. The new company, which had been anticipated in trade circles for several months. The corporate name of the new company is the “Annapolis,” although the name “Annapolis” may be adopted if clearance can be obtained. The vice-president and general manager of Cadence Records which he helped to establish with his brother, John, is going to AB-PT, in the three years that Cadence was under the direction of Clark, it was said that the company produced a greater number of popular hit records than any other company.

The establishment of the record company, Goldenson explained, is another step in AB-PT’s program of diversification. AB-PT now owns 35 per cent of the new amusement park, Disneyland, near Anaheim, Calif., and is a one-third owner in Microwave, Inc., manufacturer and developer of electronic equipment. Clark said that the new record company would not enter the market in the conventional manner, that preliminary operations would begin within a few months in the children’s and package goods field. Recordings will be made in New York, Los Angeles, and all points that are “feasible,” he said.

UK Studio Workers Demand Wage Hike

From THE DAILY BUREAU

LONDON, June 13.—Tom O’Brien, M.P., general secretary of the National Association of Theatre Workers and King Employes, has served notice on the Producers’ Association here that his members will ask for a wage increase of around 15 per cent for all its members employed in studios.

O’Brien is to select Sir Henry French, BFP’s director-general, for a preliminary talk on the matter in the course of the next few days. About 2,500 NATEK men are currently working on production.

Electricians Want Boost

The Electrical Trades Union, 300 of whose members work in the studios, has made a claim for a "substantial wage increase." And fractions Association of Cinematograph & Allied Trades Technicians, never before coming forward with spectacular wage demands, is understood to be preparing its own claim.

Funeral Thursday

For Knox Haddow

Funeral services will be held at St. Patrick’s Church, Huntington, L. I., on Thursday morning for G. Knox Haddow, manager of the Paramount home office, who died of illness while on the job last Sunday.

Haddow, who was 63, joined Paramount in 1915. Survivors include his wife, Mrs. Helen Haddow, two daughters and two grandchildren.

Polio Shuts Idaho Houses

MONTPELIER, Idaho, June 13—This theatre in the capital city of the state of Idaho is closed due to an outbreak of polio, cases of which in the area are said to be nearly five times above last year’s average.

Sidney Heads SDG For Fifth Term

HOLLYWOOD, June 13.—George Sidney has been reelected president of the Screen Producers Guild for his fifth term. Willis Goldbeck was elected first vice-president; George V. Scanlon, second vice-president; George Mann, secretary, and Lesley Schneider, treasurer.

Winn Rites Tomorrow

BOSTON, June 13.—Funeral services will be held at Waterman’s Chapel here Wednesday for James Winn, 33, former branch manager at United Artists Inc., in 1948 because of ill health. He died today at his home in nearby Brookline following a long illness. He is survived by his widow and a daughter, Betty.
**House Group to Call Coast Witnesses**

From THE DAILY Bureau

WASHINGTON, June 13.—Hearings scheduled by the House Unamerican Activities Committee in Hollywood late this month will probably include some film industry witnesses, it was reported.

The hearings, scheduled to commence June 27, will probably be conducted by a subcommittee headed by Rep. Doyle (D., Calif.). Most of the testimony will cover broadcasting and other fields outside the film industry, but it was reported that some witnesses will deal with film matters, including possibly the recent internal fighting in the Screen Writers Guild.

**People**

Samuel Pinanski, president of American Theatre Corp. of Boston, yesterday received his honorary degree of Doctor of Science from Lowell Technological Institute, of which he is an alumnus.

Mrs. Marjorie Mineau has been named manager of the Plainfield Theatre, Plainfield, Conn.

Tony Reimann, booker at the United Artists exchange in Cleveland, has moved over to the Republic branch, succeeding Paul Hambert, who plans to go into another business.

Jerry Gross, Universal booker in Cleveland, has been promoted to a sales post in the Detroit exchange. His successor in Cleveland is Ronnie Sparks, a student booker.

Jennie Somerville, switchboard operator at the West End Theatres in San Francisco, has been advanced to the post of booker of short subjects.

Harry F. Shaw, division manager of Loew's Poli-New England Theatres at New Haven, marking his 21st year in that position.

Rudy Norton, for many years in both distribution and exhibition in Ohio, is back in distribution, having joined United Artists' sales force in Cleveland, succeeding Jack Share who has resigned.

Harry Brandt, circuit executive and president of the Independent Theatre Owners Association since 1933, has become a member of the board of directors of Distributors Corp. of America. It was announced by Fred J. Schwartz, president of DCA. With the addition of Brandt, DCA's board of directors has seven members.

**WALT DISNEY'S happiest Motion Picture . . . **

**and the TRAMP**

The first all-cartoon feature in CINEMASCOPE, Color by Technicolor

With the HAPPIEST songs of all . . .

Now being pre-sold in color advertising in

**McCall's**

This will reach 12,000,000 women and will help build the HAPPIEST audience you ever played to . . .

So, book "Lady and the Tramp" for the HAPPIEST booking you ever made!

-- Article continues on page 3

**Review**

"Foxfire" (Universal-International) Hollywood, June 13

THe challenge to success of a racial inter-marriage supplies the basic ingredient of a film which is well adapted to the physical personalities of its stars, Jane Russell and Jeff Chandler. Jane exploits her charms as the daughter of a wealthy Eastern socialite, sacrificing her mode of life to marry Jeff, a handsome halfbreed Apache Indian, who makes his living as a mining engineer. The tension of the two will prove a salient commercial factor at the box office.

Aaron Rosenberg's production values are impressively increased through the use of color by Technicolor and the many changes of Miss Russell's rich wardrobe, probably displayed to the meager setting of a mining community in Arizona. Dan Duryea and Mara Corday, despite the weakness of their roles, are good names for the film.

Based on a story by Ayna Seton, the Ketti Frings screenplay is bright with tailored gowns for Miss Russell, and interesting sidelights on Indian conditions, but allows director Joseph Pevney some serious interludes to draw interesting characterizations from its two stars.

Love at first sight comes into play when 24 hours later Jane asks Jeff to marry her despite their social and racial differences. Jeff warns her about the dangers of such a marriage but agrees to try and make a go of it.

Jane expresses her disregard for wealth in an effort to make him happy. But Jeff is resigned to take risks to improve his financial position by promoting the re-opening of an abandoned gold mine. General misunderstandings arise between Jeff and Duryea, the first mining camp's doctor, behind his back, to a breaking point in their marriage. All wounds are healed when Jane learns that Jeff is hurt in a mine accident that at the same time reveals the gold ore that will make them rich, and comes running to his aid.

The film receives its title from the name of the gold mine and fire-like glow given off by the old timber surrounding it, as it catches the last rays of the evening sunset.

Running time, 91 minutes. Adult classification. For July release.

SAMUEL D. BERN

**July 25 Deadline For 'Salt' Answers**

CHICAGO, June 13.—"Salt of the Earth," leftist-type film which became a controversial issue about a year ago, according to R. J. Stein, attorney for I.P.C., distributors, last week received an order from Judge Philip L. Sullivan denying the motion of the Projectionists Union to dismiss the charges against the film. Projectionists had refused to run the "leftist" charge stood against it.

Today, Daniel Carmell, attorney for the Projectionists, file a new suit against the Justice Sullivan's ruling is not appealable and that the only object of the union is to test the sufficiency of the charges against the film.

The union has until July 25 to file an answer to the allegations against the picture. The case has been in court now for about five months.

**Set Panel for M-G-M Seattle Workshop**

Panel members for M-G-M's ticket selling workshop at Seattle, Thursday will be Chicago area motion picture and publicity director of Schine Theatres at Gloversville, N. Y.; Andy Breslin, manager for Distri-Drive-In Theatres at Savannah, Ga.; drive-in panelist, Lou Brown, director of advertising and publicity for Loew-Poli New England Theatres, New Haven, will be big-town theatre panelist, and L. J. Williams of Union, Missouri, small-town panelist.

**"Sennentj" Bows June 24**

M-G-M's "Sennentj" will have its world premiere at the Michigan Theatre, Detroit, on June 24. Openings to follow include the Beacon Hill, Boston, on July 8 or 9, and the Rio, San Francisco, on July 7 or 14.
U.S. Group Urges
Six Standards for International Films

Special to THE DAILY

STOCKHOLM, June 13 — The United States took the lead today in proposing international standards for motion picture to sustain the worldwide market for American films as well as to the showing of foreign films in American theatres. The American delegation to the meeting on cinematography presented six American standards on the film in connection with the film production of the countries attending the meetings in Stockholm of the International Organization for Standardization (ISO).

Three groups on film dimensions, sound records and film image area were formed to work out technical details of international standards to assure the interchangeability of film among all nations. Delegates from the national standards bodies of the USSR, the United Kingdom, Belgium, Czecho-Slovakia, France, Germany, Italy, Sweden, and the United States, will vote on the proposals.

Many Categories Covered

Standards presented to the group by the U.S. include dimensions for 35mm motion picture film; dimensions for 35mm, 70mm and 8mm short film for negative film; cutting and perforating dimensions for 35mm motion picture negative film; and for 200-nil magnetic sound tracks on 35mm and 177/8mm motion picture film; dimensions for 100-nil magnetic coating on film perforated 16mm motion picture film; and 4-track magnetic sound for 35mm film.

Mr. X. J. Axel Mark, president of Telephone Laboratories, is chairman of the international committee. Boyce Nene, executive secretary of the Society of Motion Picture and Television Engineers, is secretary.

Dr. White Is Leader


Fox Seeks

(Continued from page 1)

nessburg to confer with Speros Kouras, 20th-Century-Fox president, who returned from the Congo, for the session and is scheduled to leave with Schlesinger for South Africa on Thursday.

Donald Henderson, 20th-Fox vice-president and treasurer, has been in London on phases of the deal for the past several weeks and goes to Johannesburg also for the forthcoming meetings there.

THEATRE

Television -- Radio

with Pinky Herman

While Eddie Fisher and Tony Martin take their summer vacations, singer- pianist-composer Matt Dennis will take their unusual turns over the weekend. Support, provided by a rhythm trio, Matt will sing his own and other pop tunes and promises to feature "visible and invisible guests." Eddie will resume his "Coke Time" Wednesday, Aug. 31, while Tony returns Monday, Sept. 5. . . . Come July 8 and Dave Garaway will kiss his alarm clock and stock a fond farewell away for a 20-day vacation. Faye Emerson will take over his NBCChores. . . . Theodore Lit, author and journalist, has written stories of secret details of international communism; initial expose, "Destination Unknown," is Denis James has discovered a new STARRing in Carol Bennett, whose thrilling trilling has capped WABD's "Chance of a Lifetime" sluke seven consecutive weeks. . . . Janet de Gore, sensational young TV actress, has been signed to do the featured role of "Franke" in the summer tour of "Member of the Wedge," starring Ethel Waters.

With the completion of deals with J. Arthur Rank and Sir Alexander Korda giving National Telefilm Associates American distribution rights to 40 top-grossing British motion pictures and the almost overnight subscription by Wall Streeters of the public stock issue to the tune of $1,500,000, and the increase of gross billings to over $3,000,000 annually, it is difficult to believe that only four years ago ex-CBS Ely Landau "went into hook" in order to put his daring ideas into practice. . . . Oops! In a previous pill we made a "capital boo-boo." That fine album of Academy Award-winning songs, recorded by Jack Shaindling's 40-piece orchestra, is a Mercury release. . . . NBC will hold a private screening of "Nightmare in Red," draama of communism inside Russia for this press afternoon. Unfilmed material was compiled, edited and processed by Henry Solomon of "Victory at Sea" fame.

Sailing Harry Wisner is back in Gotham from Washington, D.C., where he MBSportcast over a coast-to-coast network and all over the globe via short wave, the $150,000 International Golf Tournament, held at the Columbia Country Club, where he is also a member. Harry, undoubtedly travels more extensively than any other sportswriter we know and one of the main reasons enabling him to make these joints is his confidence in the efficiency of his charming secretary, Rosemary Arthur, who reported that Harry has impressed the talents of Bill Silbert and we're pleased to learn that the lad will XBConduct a nicely platte, chatter-chatter series "National Radio Fan Club," from 9:00-10:00, starting Friday. Neil Hefti's orchestra will be part of the show which will be given an extra hour (8:00-10:00) early next month. . . . Frank Rosetta, ace producer-director at WB, has formed Harry's Teleair Company, which will market an amazing new television technique, utilizing sound and sight on acetate disks.

Don de Leo, who was featured on numerous "Red Skelton" and "Hilton Berle" T'Vers, has been signed for the "Nathan Detroit" role in the summer troupe of "Guys & Dolls," which will open July 5 at Somers Point (Atlantic City). . . . Heepet (Mr. Printer, better make that Hepkitten) Ruby Mercer, who digs music ranging from Bach and Beethoven to Berlin and boogie-woogie, MBstarted a new act on the Broadway scene last night in the 11:15-11:30 slot (We cotton to her Mercer-ized music chatter). . . . Du Mont has appointed John H. Bachen to supervisor of sales, production and service of its new "Elecromac" system and Werner Michel to director of the "Elecromac" production department. . . . Lon Clark (ruck's "Witch Craft") has been engaged to direct, co-produce and write the '57 series of CBS'Soldier of Fortune," starting this month "Appointment with Adventure..." . . . A major film group is eying Wilbur Stark and Jerry Layton to head its new TV division.

WANT GROU

(Continued from page 1)

months with the price advancing about three points to around $12 during the period. In the first burst of activity, a dealer reputedly gathered a group outside the industry and made an agreement for the stock, held by either for the stock held by Mrs. Zannick, the $65,000 shares held by the Charles, or the 60,000 shares held by General Precision Equipment. At the time, spokesmen for both of the latter denied their shares were for sale.

Rhoden, in New York last week, said he had no account for the market interest in the stock when questioned about it. His group reportedly was interested in Mrs. Zannick's stock holdings and was said to be interested in the stock of interest by the outside group. The National Theatres management group sold its holdings reportedly representing about 400,000 shares. The addition of another 100,000 would reportedly bolster their voting strength.

Would Influence Policy

It is said that the outside group was not interested in gaining control of N.T., or of waging a proxy fight, but sought representation on the board with the obvious intent of influencing policy in the direction of liquidation of some of the company's extensive realty.

Summer Business

(Continued from page 1)

during the hot-weather months, with the result that the traditional summer slump was not in evidence.

'Ich' Pulls $40,000 Weekend At Loew's State Theatre

"The Seven Year Itch" at Loew's Snowflake Theatre grossed $40,000 at the weekend and is heading for a second-week take of between $75,000 and $80,000, according to reviews reported. A record for a non-holiday week is expected.

'Marty' Garners $20,900

In Its Ninth Week of Run

United Artists 'Marty' in its ninth week of presentation grossed $29,900, the approximate gross of the first week. The theatre reported a Saturday record of $4,600.

'Soldier' Gross, $18,900

For Weekend at Roxy

"Soldier of Fortune" Cinemation production of 20th Century-Fox, raked up a weekend gross of $18,900 at the Roxy Theatre here, it has been disclosed. The play opened the week-end and is headed for a first week gross of about $39,000.

Mexican Merger

MEXICO CITY, June 13—Distribu- dora Independencia, an independent Mexican picture distributor, has consolidated with Rodriguez Hermanos, an old line Mexican producing-distributing company.
Nathan Golden Back;
Says Film Festivals Are Worthwhile

From THE DAILY Bureau
WASHINGTON, June 13. Commerce Department film chief Nathan D. Golden, back at his desk after representing the U.S. at the Cannes Film Festival, said he is more than ever convinced that international film festivals do the American film industry a great deal of good.

Golden left in mid-April to attend the Cannes festival and the international photographic show in Paris. He was the first American to receive on behalf of the U. S. a "top-film" award at an international festival—the award given "Marty" at Cannes.

"We had four good films there," Golden said, "and they couldn't be denied. They were all festival-type films—Marty," "The Country Girl," "East of Eden," and "Bad Day at Black Rock." The foreign producers were genuinely happy to see the U.S. finally win a best film award."

Hartman Cuts Trip
(Continued from page 1)

told newsmen that Britain's first horizontal projection cinema, which was opened at Piccadilly Circus's Plaza on Thursday with "Strategic Air Command." The Plaza thus becomes the fourth theatre in the world to utilize the new technique.

The picture will be projected, Hartman said, on a screen 45 feet wide and half that in height. A special aperture plate will be used to produce the illusion of depth.

Paramount Promises
(Continued from page 1)

his efforts to explore all possible solutions to the same curves in the same manner in which they were presented and sufficient time must be allowed to accomplish this, the statement continued.

Balaban Unable to Attend
Paramount president Barney Balaban was unable to attend the second session of his company with the joint exhibition committee, it was learned. Balaban, who was scheduled to leave here last night for Europe, was tied up a good deal of yesterday afternoon attending the board meeting of Manufacturers Trust Co.

Officially veiled in secrecy, the meeting with Weltner got underway at 3:00 P.M. and broke up about 5:00. There was a good deal of bargaining between the committee and Weltner before a mutually agreed upon statement was issued by Paramount, it was learned.

An exhibitor participant, declining to use his name, expressed the feeling that these meetings with individual companies "have advanced the cause of exhibition." Interviewed during a "break," he went on to say, however, that until the small exhibitor in the field "gets his five per cent film rental reduction," using the five per cent as an example of the relief sought, the "small guy" will remain skeptical.

Exhibition's problems, primarily those of the small theatre owner, and the necessity for "an honest and sincere attempt at a method of easing these problems and to achieve greater understanding between the fields of distribution and exhibition," were said to have been outlined by TOA president E. D. Martin and Allied president Rube Shor, according to the statement.

Weltner, the statement continued, "pointed out that he was not yet completely familiar with the domestic sales situation, having so recently added the domestic field to his world-wide sales duties, and that he is currently in the process of visiting all domestic exchanges to familiarize himself personally with industry as well as company matters on the domestic level."

Representing Paramount at the meeting in addition to Weltner, it was stated, was Robert J. Rubin, vice-president of Paramount Film Distributing Corp.

The meeting was preceded by separate conferences of Allied and TOA officials, it was learned. The joint committee, following the Paramount meeting, met in TOA offices in preparation for tomorrow's series of meetings with film companies, and to discuss the Paramount conference.

Attending yesterday's Paramount meeting, in addition to those already mentioned, were: Ben Marcus, Willbur Snaper and Irving Dollinger, of Allied, and Walter Reade, Jr., George Kerasotes and Richard Kennedy, of TOA.

Say Flaud Opposes
(Continued from page 1)

ica, on matters of mutual interest to the French and American industries. During the afternoon, he visited the Paramount and Disney studios and executives.

It is reliably understood that Flaud selected, while here, that proposals for establishing a special production code seal for French and other foreign-produced pictures exhibited in the United States are impracticable, as there cannot be a double set of standards for production code.
Now Playing
LOEW'S STATE, N.Y.
Next Attraction probably starts XMAS DAY!
Pat McGee Says:
More Product Could Solve B.O. Problems
24 More Films Would Bring in $300,000,000

Special to THE DAILY
SANTA FE, N. M., June 14—If 24 good pictures a year can be added to the regular flow of product coming from the distributors, the motion picture industry can realize an additional $300,000,000 in box-office grosses, Pat McGee, vice-president of Theatre Owners of America and general manager of Cooper Foundation Theatres, will tell the New Mexico Theatre Owners Association convention here tomorrow.

In a prepared pre-convention statement, McGee made a plea for support of the TOA-sponsored motion picture industry campaign.

(Continued on page 4)

Schwalberg Forms New Company Here

Alfred W. Schwalberg yesterday announced formation of Artists-Producers Associates, Inc., which will handle selected releases. Offices are being set up in the Squibb Building here.

Schwalberg resigned as president of Paramount Film Distributing Corp. last April to set up his own company.

The first two releases to be handled by Artists-Producers Associates are "Summertime," a Lopert Film Production, and "The Night of the Hunter," a Gregory-Laughton production.

Both will be released by United Artists.

Col., Exhibition Reach Accord On 'Controversial' Problems

Sees Toll TV Rule in Year

A Federal Communications Commission ruling on the toll TV issue should be handed down by the FCC this year, it was forecast here yesterday by James M. Landis, special counsel to Skiatron.

Landis made the prediction at a trade press luncheon presided over by Skiatron president Arthur Levy. He expressed assurance that the FCC decision will be in favor of toll TV and the Skiatron subscription TV system.

Levy, in response to a question, ridiculed claims that Skiatron, along with other toll TV systems, could be easily unscrambled and widely "booted.

Irish Prime Minister Greets Quigley, Jr.

Special to THE DAILY
DUBLIN, June 14—Martin Quigley, Jr., editor of "Motion Picture Herald" was received here this morning by Prime Minister John A. Costello of Ireland.

Quigley was guest of honor and principal speaker at a special luncheon at Tent No. 41, the Variety Club of Ireland, at the Metropole Restaurant here later. Representatives of the Dublin (Continued on page 5)

"Not As a Stranger"

(Stanley Kramer-United Artists)

A novel which has been on the best-seller list for more than a year should have a ready-made audience for the film version and "Not As a Stranger" fits that category. In some respects, the screen adaptation is a more tightly-written narrative than the book and, as is customary, a number of liberties have been taken with the original story.

Stanley Kramer, as both producer and director, has transferred the story of a medical student and his career to the screen with sincerity and convincing craftsmanship. It is an absorbing story, intensely serious with just a sprinkling of light moments. On the debit side, the picture runs a trifle long; possibly 15 minutes could be shaved from the 135 minutes of running time without marring the story line.

While Robert Mitchum is adequate in the role of the central character, he is overshadowed by the standout performances of Olivia de Havilland, Frank Sinatra, Broderick Crawford and Charles Bickford. Others who

Montague Finds Himself in Agreement on Range of Issues with Exhibition; Group Also Meets with M-G-M and RKO Radio

By MURRAY HOROWITZ

Agreement on problems ranging from "national sales policies" to "the selling to small theatres on an equitable flat rental basis" was said to have been reached here yesterday between Abe Montague, Columbia Pictures vice-president and general sales manager, and the Joint Allied States Theatre Owners Committee.

Announcement of agreement on "certain topics of industry controversy" was contained in a statement issued by Montague, following his meeting with the committee.

The session with Columbia was one of the three meetings held yesterday by the committee, the other two having been with Charles Reagan vice-president and general sales manager of M-G-M, and Herbert Green (Continued on page 5)

To Spyros Skouras,
Travel Is Strength

Spyros P. Skouras, president of 20th Century-Fox, who returned to New York from the Coast on Monday to confer here with John Schlesinger, who flew in from Johannesburg, South Africa, returned to the Coast yesterday accompanied by Schlesinger.

The hurried movements of the two executives were not explained, nor was the purpose of the Coast visit.

Skouras is due back here on Friday to address the company's national sales convention and will leave with Schlesinger for South Africa by plane over the weekend. 20th-Fox is offering to purchase 90 per cent of the Schlesinger theatre interests to insure a market in South Africa for its CinemaScope product.
Home Use of Pay TV Decoders Is Not Illegal, Rembusch Says in Reply to Levey

Indianapolis, June 14.—Unless Federal legislation regulating broadcast of radio and television programs to the home is specifically revised, opened and widespread "bootlegging" of pay-TV programs by homemade or manufactured unscrambling devices would in no sense be illegal, the Committee Against Pay-As-You-See TV pointed out here today.

Co-chairman Trueman T. Rembusch said it was an accepted fact that the FCC's authority on broadcast signals ended at the transmitter and that there was no signal at the receiver end and was of no concern to the Commission.

"The only reason I am pointing this out," explained the Indiana exporter-leasing executive, "Skiranton president, was quoted the other day to the effect that coded signals, if authorized by the FCC, would be legally protected from "bootlegging" methods such as were described recently by Jerrold Electronics Corp. as those by which they believe between June and July. I doubt that they can. Mr. Levey apparently thinks the FCC is going to ask Congress for several hundred million dollars to hire snipers to spy on the 35 million TV set owners," Rembusch said.

Skouras to Address Fox Sales Meeting

Spyros P. Skouras, president of 20th Century-Fox, who left last night for a quick trip to Toronto, said yesterday he intended to return to New York in time to address the opening session of the company's two-day national sales convention scheduled for tomorrow morning at the home office under the chairmanship of W. C. Gehring, executive assistant general sales manager.

The company president will welcome the domestic and Canadian sales executives, assembling to map merchandising and promotional plans for the company's roster of 13 attractions scheduled for release in September and December, and discuss the current state of industry affairs and plans for the coming months. He will also outline the company's domestic and foreign sales policy and the company's Budget, national sales manager; and Glenn Norris, Eastern sales manager.

Goodman Resigns Paramount Post

Maurice R. Goodman, former executive assistant to A. W. Schawelberg, when the latter was president of Paramount Film Distributing Corp., has resigned his executive position with Paramount. Goodman said he will announce his future business plans shortly.

Goodman started with Paramount in 1930.

Bullpit Elected Head Of Houston TOA

Houston, June 14.—Lowell Brown, manager of the Houston Theatre here, has been elected president of the Houston Theatre Owners Assnion, according to information received here, of the Heights Theatre, James Harris of the Hempstead Drive-In has been elected secretary-treasurer replacing Jack Groves, the former Post Oak Drive-in.

Canada Showman Killed

Montreal, June 14.—George Gontakis, president of United Amusement Co. Ltd., of this city, was fatally injured in a traffic accident here yesterday. The showman, a native of famous-Plays-Canadian, he started in show business here in 1909.

Martin Davis Takes New A-A Post Here

Martin S. Davis has been appointed to the new post of Eastern advertising and publicity manager for Allied Artists' Paramount Corp., it was announced yesterday by John C. Goodwin,.
Who Had Nothing To Offer But Love!

M-G-M presents in CINEMASCOPE and COLOR

DORIS DAY  JAMES CAGNEY

as song-star Ruth Etting

as "The Gimp"

in "LOVE ME OR LEAVE ME"

Co-starring
CAMERON MITCHELL

with ROBERT KEITH  TOM TULLY

Screen Play by DANIEL FUCHS and ISOBEL LENNART

Story by Daniel Fuchs  Photographed in EASTMAN COLOR

Directed by CHARLES VIDOR  Produced by JOE PASTERNAK

* (Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

BUSINESS IS GREAT!

CINCINNATI—Held Over!
First 6 days neck and neck with sensational "Blackboard Jungle"!

CLEVELAND—Held Over!
Equals "Blackboard Jungle's" happy grosses!

MINNEAPOLIS—Held Over!
Tops all M-G-M pictures for past 9 months!

MEMPHIS—3rd Week!

ST. LOUIS—2nd Week!

NEW YORK—Music Hall in 1st week
set new single weekday record; also
new Sunday record; also new
Memorial Day week-end record.
2nd week's gross close to 1st, and 3rd
week topping second at press-time.

NEW ORLEANS—First 3 days beats
"Blackboard Jungle"!

HOUSTON—First 3 days biggest
M-G-M gross in past year!

PITTSBURGH—First 3 days second only to
"Blackboard Jungle" in recent years!

SAN FRANCISCO—First 3 days biggest
in years tops "Blackboard Jungle"!

MORE! MORE! MORE!—Poughkeepsie, Boston (2 theatres), New Orleans,
Ft. Worth, Kansas City and more
openings every day are terrific!

GROWING! GROWING! DAY BY DAY!

Acclaimed by Redbook, Coronet, Look, Cosmopolitan, Time! Winchell broadcasts rave to the nation!
IT'S THE HOTTEST ATTRACTION IN YEARS.

GROWING! GROWING! DAY BY DAY!
Legged," Skiatron chief engineer Willard said. "It would require a device with 2,000 tubes to do the automatic decoding work."

EFFG

The "Sacrifice" was on the front page of the Daily. If the political winds seem "propitious," the Council of Motion Pictures Organization will seek further relief from the excise tax, according to Pat McGee, vice-president ofTRY.

The "Mary" program will be followed by the annual convention of the New Mexico Theatres Owners Association. "Because," said that he and Co. A. Cole, the other co-chairman of the COMPO tax group along with Robert Coyne, COMPO special counsel, were planning some strategy for the next Congress. There is no definite plan at present, he said, "but several avenues are being explored."

Toll TV Rule

(Continued from page 1)

Sponsored Exhibitors Film Financial Group and said that the 24-

picture, $300,000,000 estimate had been determined as the re-
sult of the hearing by Sinding-Al, head of Sindinger & Co., business analysts. McGee noted that the industry will lose $18,-

000,000 in potential revenue in the month of June because of two additional pic-
tures of box-office merit.

The asserting that the industry today is living on about 20 percent of the 

material filed on the issue or before the FCC. This, he went on in his forecast, should be followed by "certain limited hearings," on the issue of public calling the FFC.

The decided FCC ruling in a year was regarded by Lands as the "maxi-
mum" time for such a step.

The "cost" of the Skiatron proposal to the FCC, according to Lands, was Skiatron's bid to utilize ultra-high frequency and non-

nominated network very high frequency stations. The bulk of these stations, according to Lands, either are not in opera-
onal authorization, or are operating at a deficit.

Levey, discussing other projects of his firm that government work this year is expected to increase sub-
nstantially over the 1954 level. Levey also predicted Skiatron would finish this year well in the black. He said a program of further diversifica-
tion and a manufacturing facilities is an important part of the company's plans for the future, and that Skiatron is actively, considering the possible acquisition of other com-
panies in the electronics field.

RK Theatres Buys

(Continued from page 1)

parliament to options dated May 31, 1955.

As a result RK Theatres now has outstanding 3,293,356 shares, including approximately 700,000 shares held in the treasury of the corporation's employee stock option plan.

Announcement of the stock purchase was made by RKO president Howard Kaye in a letter to RKO Theatres' stock on the New York Stock Exchange. The market activity in the stock is unexplained by the period of several heavy trading sessions which saw the price of the issue rise around two points per share.

McGee Urges More Product

(Continued from page 1)

Compo May Seek Further Tax Relief

SANTA FE, N. M., June 14.— If the political winds seem "propitious," the Council of Motion Picture Organizations will seek further relief from the excise tax, according to Pat McGee, vice-president of the New Mexico Theatres Owners Association.

"Because," he said that he and Col. A. Cole, the other co-chairman of the COMPO tax group along with Robert Coyne, COMPO special counsel, were planning some strategy for the next Congress. There is no definite plan at present, he said, "but several avenues are being explored."

Audience Polls

(Continued from page 1)

50,756 votes were cast in nine theatres. In the Canton poll, 18,000 votes were cast in nine theatres. Results of the Effingham poll, which included those of the Arkansas Independent Theatres, with 109,560 votes in 102 theatres, and Nebraska Co. in 12 theatres, with 100,000 votes in 77 towns.

Ricketson said: "The first audience poll, which we carried out about three years ago in more than 80 theatres in Fox Inter-Mountain convinced me that this plan could excite the public about pictures as no plan has ever done. The reaction on the part of our managers was unanimously enthusiastic as they reported that their patrons were overwhelmingly in favor of such a poll."

Tell's of "United Effort"

Russell said: "This poll was con-

ducted with excellent results. Circuit 

and independent exhibitors joined to-

gether in a united effort to make it work. In this city where newspaper space comes the hard way we found the welcome mat out."

Hillside Appeal Case

Under Advisement

The U.S. Circuit Court of Appeals heard yesterday took under advisement the appeal arguments in the Hillside Amusement Corp. case. The Hillside company, which operates the Mayfair Theatre in Hillside, N. J., claimed that it was charged higher film rentals than those paid by competitive circuit houses, including the dismissal of the action by the Federal District Court.

Lorge, Nizer represented the de-

fendants and John Harlan Amen was 

the counsel for the plaintiff.

IATSE Affiliation

For Publicists Guild

HOLLYWOOD, June 14. — Nat James, president of the Publicists Guild of America, Inc., has announced that the association voted 170 to 8 in favor of affiliating with the IATSE, and that application for IATSE chart will be filed. The Guild, organized in 1937, has operated without affiliation for the past 10 years.

National Pre-Selling


A full color reproduction of a magni-

ficient painting of Elizabeth Taylor from a scene in MGM's "Mary Anne" appears on a two-page spread in the June issue of "Woman's Home Companion." The picture acts as an intro-

duction to the continuation of the novel "Mary Anne," which appears in the issue. It was written by Daphne Du Maurier, author of "Rebecca." Em-
Joint Meetings

(Continued from page 1)

blatt, domestic sales manager of RKO Radio Pictures.

Montague, in a statement issued after the meeting, declared "on certain topics, such as the quality; continuity; product; the selling to small theatres on an equitable, flat rental basis, and the demand for new personalities, I was in complete agreement with the committee.

"I was able to assure them," Montague continued, "that Columbia Pictures would lend every possible effort to further these policies in complete cooperation with their respective groups.

Greenblatt, interviewed following his effusive meriti-
mation, described the session as "very amicable."

"If the committee made any special plea on the problems of small theatres, he responded with the statement that RKO has always concor-
ded with the problems of exhibition.

Meets With Reagan

Following the morning meeting with Montague and the afternoon meeting with Greenblatt, the committee met later in the day in the District of Columbia. I was understood that M-G-M may make a statement today on the meeting.

The series of conferences with company presidents and sales executives represents the first con-
sequences of the joint action by the two national exhibition organizations. The committee, members of which are re-
mainin New York today, have completed conferences on an individual company basis with five of the over seven film companies. Meetings with Warner Brothers and Universal-Inter-
national are slated in 10 days or two weeks.

Montague in his statement brought up the arbitration is-
 sue, stating, "I did not agree that I would participate in ar-
bidation of film rentals. I urged," Montague added, "a re-
consideration of the motion on both conciliation and ar-
bidation."

Columbia's vice-president prefaced his remarks by declaring "I was de-
lighted to sit at the same table with the representatives of TOA and Allied. The forthright ap-
proach and sincerity with which the men brought to our meeting was most gratifying. Any such meet-
ing with outstanding leaders of ex-
hibitior can always represent a for-
ward step."

Referring to the print problem, Montague said "I explained most thoroughly the tremendous economic problem involved. I respectfully asked for the group's thinking and advice so that a sounder, more economical basis of print purchase—which is already being done—can be arrived at.

"I am hopeful," the state-
ment concluded, "that meetings of this nature between represen-
tatives of the various branches of our industry will produce a working arrange-
ment under which we can all live in harmony. It is far better that these prob-
lems be discussed in the con-
ferences of an intra-industry ses-
sion than in the public press or in the legislative halls," he

added, apparently referring to Allied consideration of appeals to Federal agencies for trade relief action.

Greenblatt, asked if he made any promises of relief for RKO Radio Pictures, responded, "No promises were made and no promises were asked for. He said the meeting followed the outlines of the committee's meetings with 20th Century-Fox and Paramount Pictures, which had been reported in the press earlier.

He said a formal statement may be issued by RKO Radio on the results of the meeting.

Members of the committee will hold a joint meeting here today before de-
parting for their respective headquar-
ters. It is understood the joint meet-
today will assess the result of the series of meetings and map future plans.

Virginia MPTA Board Votes Support to Allied-TOA Group

OLD POINT COMFORT, Va., June 14.—The board of directors of the Virginia Motion Picture Theatre Association, meeting here today, unanimously voted support to the Joint Allied States-Theater Owners of America Committee. The vote was to support any practical moves to insure peace within the industry.

Kenafuar Coast Guest

HOLLYWOOD, June 14.—Sen. Estates Kefauver, who tomorrow will begin hearings on the cause of juvenile delinquency, will meet with the National Society of Television Pro-
ducers on Friday afternoon at the Bit-
O-Sweden Restaurant here.

deServe high praise are Gloria Grahame and Myron McCormick and, in a brief sequence, Lon Chaney.

Kramer has stressed clinical authenticity in unfolding the hospital aspects of the story and the love interest technical direction. Below, however, in a fictional film an audience has been shown a throbbing heart under a surgeon's scalpel. This is seen in a dramatic sequence near the end of the picture.

Whether the story is a veiled indictment of the medical profession is a matter of personal interpretation. The great advances in the healing pro-
"Not As A Stranger" press corps also were among the guests of the Variety Tent at the reception.

Barber LouisElliman paid tribute to Quigley as a friend of the motion picture industry in this country during the war when the Irish Neutrality Act created film supply difficulties for Irish theatres.

Tonight, at the National University, under sponsorship of the National Film Institute, Quigley addressed an audience of professors, students and gradu-
ates on the subjects of morals in motion pictures.

Leaves for London

Quigley left here later for London, where he will present the Quigley Overseas Showmanship Award for 1954 to David B. Williams, winner in the annual competition sponsored by the Managers Round Table of "The Dick Tracy." From London, Quigley goes to Rome to attend the convention of Titanus Films, June 20-23.

Reciprocal Trade Bill Passes House

WASHINGTON, June 14.—The House approved a Senate-conference bill extending the reciprocal trade agreement program for another three years.

The vote was 347 to 54. The Senate is scheduled to approve the bill to-morrow, sending it to the White House. House production officials have been strong supporters of extending the Trade Act.
First '55 Quarter
Big Spurt in
Film Exports, Equipment

From THE DAILY Boren
WASHINGTON, June 14.—Exports of motion picture film and equipment for the first quarter of 1955 were 36 per cent ahead of the shipments in the comparable 1954 period, the General Administration of Graphics indicated.

Film chief Nathan D. Golden said the gains covered every field—exposed feature films, rawstock and equipment. Value of shipments in the first quarter of this year was put at $11,572,066, compared with $8,336,675 for the like period in 1954.

Exports of exposed or developed motion picture feature films amounted to $9,553,951 linear feet, valued at $3,604,538, in the 1955 quarter, compared with $6,660,097 feet valued at $2,580,064 in the 1954 quarter. Sharpest gains were in exports of 35mm. positive exposed feature films, which rose from $9,229,090 valued at $2,276,005 in 1954 to $12,590,000, valued at $3,177,060. Shipments of 16mm. positive and 35mm. negative feature films rose slightly, while exports of 16mm. negative feature films in terms of linear feet but dropped in dollar value.

Rawstock Total Rises

Rawstock shipments increased from $1,740,711 valued at $2,951,246 in the first quarter of last year to 134,425,324 feet valued at $3,920,906 this year. Every category of film shared in the increase except 8mm., positive film.

In the equipment field, largest gain came in shipments of cameras, Exports of 8mm., 16mm., and 35mm. cameras increased from 7,693 valued at $415,471 in the 1954 quarter to 8,049 valued at $318,316 in the 1955 quarter. Other increases were chalked up for 16mm. silent projectors, 8mm. projectors, studio equipment, arc lamps, and sound recording and reproducing equipment. Shipments fell with respect to 35mm. projectors, monitors, studio lamps, projectors, and motion picture screens.

Salt Lake Outing

SALT LAKE CITY, June 14.—The annual motion picture “roundup” of the Salt Lake area was held here today, sponsored by Variety Club Tent No. 38. More than 125 Western theatremen participated.

Private Show for Ill Showman

NASHVILLE, June 14.—A complete performance by local professional talent was staged at the Belle Meade Theatre here under the watchful eye of actor, Edwin J. Jordan, manager. The occasion was his 15th anniversary as manager, also his birthday. Because of recent illness, Jordan was wheeled into the theatre in a wheel chair. Theatre personnel sang birthday greetings while a cake with 15 candles was cut.

Review

"You’re Never Too Young"

(Paramount)

(VistaVision)

An exhibitor can go as far as he will in guaranteeing his patrons 102 minutes of hilarious fun with “You’re Never Too Young.” The term “laugh riot” has been a cliché for this kind of film, but nobody falls to tell over each other in Mack Sennett comedies, but a better description would be hard to concoct for this one.

Producer Paul J. Brown and Norman Taurog, who were responsible for previous Martin and Lewis productions, such as “The Caddy” and “Living It Up,” teamed up again to deliver this one with the same stars and again they came through with another palatable chicle—living color. The Martin and Lewis color by Technicolor gave additional production values to a picture which is loaded with them.

The musical numbers are still other plus values. Outstanding are "Singing in the Rain" and "I Like to Like," all the works of Sammy Cahn and Arthur Schwartz.

The screenplay by Sidney Sheldon gives Lewis plenty of opportunity to display his versatility, while Martin plays his role straight with his usual competence. His several song numbers are rendered effectively. The story was based on a play by Edward Francis Child, from an original by Fannie Kilbourne.

As an apprentice barber in a Los Angeles hotel, Lewis gives Martin a rather difficult time. Martin and Diana Lynn are ending a brief vacation in Los Angeles, having gone there from Oregon where they are instructors of girls’ school of the garder, has stolen a valuable diamond and when the police block off the hotel, Burr slips the gem first into Martin’s pocket and then into Lewis’. Then comes the scene which provides the major portion of the fun. Lewis disguises himself as a young man in a sailor suit, lands in Miss Lynn’s train compartment, arrives at the girls’ school and goes through a series of situations, dance routines and general hilarity which should keep the most astute audiences in near or violent laughter.

A motor boat chase on a mountain lake, with Lewis on water skis, is a rip-roaring climax. This modernized version of the Keystone cop chase is funny as ever. Lewis, not Martin, is the star of this show.

Others in the cast are Nina Foch, Veda Ann Borg, Mitzi McCall, Roma Vincent, Margery Maude, Milton Frome and Nancy Kulp, to name only a few in a large cast.

Running time, 102 minutes. General classification. For release in August.

Smalley Files Second

Anti-Trust Action

Special to THE DAILY

ALBANY, June 14—A $1,300,000 treble damage anti-trust suit has been instituted in Federal Court at Utica by Smalley Chain Theatres, Inc., Smalley Theatre, Inc., and Smalley Johnstown Theatre Corp. against Schine Chain Theatres, Inc., three Schine subsidiaries, J. Moyer and Lynn W. Schine, and the eight major distributors.

It alleges that the plaintiffs “have been deprived of the product of the producer distributor defendants for its Smalley Theatre in Johnstown.”

Leonard L. Rosenthal of Albany is attorney for the plaintiffs. Smalley Theatres, Inc. and Smalley Norwich Theatre Corp., last summer brought a $2,250,000 anti-trust action against the same defendants. This action is pending; a general denial on behalf of all Schine defendants having recently been filed. The distributor defendants filed demises some time ago.

TOA Convention

Committee Named

The executive committee for Theatre Owners of America’s annual convention which has been completed by TOA. The three co-chairmen, previously announced are Ernest Stellungen, Charlotte; Lester Kropp, St. Louis, and Joseph Rosenfeld, Spokane, Wash.


Fox Boat Ride Today

Several hundred home office employees will be on hand for the company’s annual boat ride and outing to Bear Mountain sponsored by the Fox Family Club. Jack Miller is president, Chairman is Harry Reinhardt.

Eight Scheduled

Set Regional Meetings for Audience Poll

Exchange area meetings of exhibitors and branch managers are now being called for this summer. The first of the series is at Buffalo, N. Y., tomorrow. He will urge all Virginians to participate in the poll and to attend an exchange area meeting to be held later in Washington.

A. Julian Blylawsky, president of the Motion Picture Theatre Owners of Washington, is making arrangements for the forthcoming Washington meeting.

Brochures explaining the poll have been distributed to all exhibitors of the country through National Screen Service. Press books on the poll are in production.

Austrian Coast Head
For Du Mont Labs.

Burl B. Austrian, active in the radio, film and television fields since 1927, has been named West Coast vice-president and general manager of Austrian Coast activities, including the sale of television receivers, electronic instruments, transmitter products, motion picture equipment, and tube sales, as well as government contract, research and development work.

Buffalo Merchants
Honor MacKenna

BUFFALO, June 14.—George H. MacKenna, managing director, Basil’s Lafayette, today was elected president of the Main Street Association, which includes in its membership most of the Famous men engaged in Buffalo’s bazaar. The new president is the president of the Executive Committee of the Association. It is the first time in its long history that the Association has elected a woman to its executive body.

MacKenna recently signed a long term contract with Basil’s Lafayette. He continued as managing director of the Lafayette until 1950.
N. E. Trucker Strike Is On

Special to THE DAILY

BOSTON, June 15.—A teamsters' strike in three New England States went into effect last night, as film exchange officials here voiced hopes that their preparations will cover all accounts, barring a lengthy walkout.

In anticipation of the strike affecting trucking in Massachusetts, Rhode Island and Connecticut, film exchanges sent ahead as many prints as possible. Despite previous preparations, film exchange men acknowledged that it may be necessary for managers to transfer, re-circuit or even juggle the prints from theatre to theatre during the emergency.

Railway Express and the bus lines will not be called in for emergency handling, as they are refused to accept additional deliveries. Drivers in Maine, New Hampshire and Vermont are not involved in the strike as their contracts do not expire until August.

The dispute between drivers of Local 15 (Continued on page 2)

Ohio Censor Bill Attacked

Special to THE DAILY

COLUMBUS, O., June 15.—The Ohio Censor Board is "indictable" for its "star chamber" proceedings of the past, Rep. Edmund James, chairman of House Judiciary Subcommittee, told the Senate Education Committee hearing the administration's film censorship bill. He said the board acted "arbitrarily" on many occasions.

James criticized "excessive" censorship fees of the past and praised the cooperation of the film industry in hearings on bill. He singled out Robert Shor (Continued on page 7)

Refuse Senate Site For Mitchell Film

WASHINGTON, June 15.—The Senate Rules Committee said it had refused to allow scenes from a motion picture story to be filmed in the Senate chamber.

The film dealt with the court martialed of General Billy Mitchell. Chairman Green (D., R.I.) said the request came from "Pathe News," and refused to give any reason for the Rules Committee decision.

Warner Bros. has placed in production a film on the life of Gen. Billy Mitchell. Warner-Pathé News is a subsidiary of the company.

To Coordinate Activities

Compo Names 124 to Area Audience Awards Posts

Robert W. Cevra, special counsel for COMPO, yesterday announced the appointment of 124 industry leaders as members of exchange area committees for the Audience Awards election to be held Nov. 17 to 27. These committees will coordinate poll activities, within their respective areas. Regional meetings arranged for these committees will be held this month in most of the principal exchange areas of the country.

Members of the committees are...

Martin Finds Ga. Grosses About Same

Martin Theatre's grosses in the Georgia area are about the same for the current period as last year, although there has been an attendance drop, E. D. Martin, president, stated here before his return to Columbus, Ga., last night.

Martin attributed the level of grosses to the reduction in the admission tax and the higher prices charged for some pictures. Martin said that following his return home he will begin a week's vacation at Sea Island, Ga.
To Stress Marketing
At Fox Sales Meet

MOTION PICTURE DAILY
Thursday, June 16, 1955

(Continued from page 1)
ing companies as soon as possible.

The committee, the statement be-
gan, "has completed meetings with 20th-Century-Fox, Paramount, Colum-
bno, Warner Bros., Technicolor, and M-G-M, "at which the grievances of exhibition and common problems of the industry were presented and discussed."

The committee, the statement said, the meetings were conducted in an "all-out effort by exhibition to seek solutions."

Two More Meetings Slated

The committee said it has meetings slated with Warner Brothers and Universal-International in about 10 days or two weeks. TOA president E. D. Martin, in response to a question, said other film companies would be included in the scheduled round of talks.

Martin, interviewed before yesterday's meeting of the joint committee, said that the expression of satisfaction or dissatisfaction with the outcome of the meetings already held.

In response to questions re-
ad the joint-committee's position on arbitration, Martin said that TOA would issue a "white paper" regarding the trade practice, and separate meetings had been held with all the companies.

Whether the TOA board of directors would meet following completion of the round of film company conferences, Martin replied that they would meet for the purpose of evaluating the results. He stressed that he could not spell out TOA policy at this time.

Charles Reagon, M-G-M vice-president and general sales manager, declined any comment yesterday in the wake of the joint committee's meet-
ing with him the previous day. Statements and reports of the results of the current negotiations with other film companies were carried in previous issues of MOTION PICTURE DAILY.

Martin, Shor and other members of the joint committee were scheduled to leave here for their respective headquarters yesterday.

Toll TV Replays

(Continued from page 1)
representing about 75 per cent of the nation's theatres, is scheduled to meet here today in the office of its counsel, Marcus Colu, Scheduled to attend the meeting are Truean T. Remm-
bush of Franklin, Ind., and Alfre Stur of National co-chairs, and Robert Taplinger and Donald Walsh, public relations counsel of New York. The party will discuss the various comments for and against toll TV which have been filed with the FCC and request answers to opposing comments for fil-
ing with FCC in time for the July deadline.

'Chicago' Here June 20

Columbia Pictures' "Chicago Syn-
dicate," will have its premiere at the Criterion Theatre here on June 20.

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People

Clint Young, district manager for the Schine circuit in the Geneva area, has resigned and has been succeeded by Lou Capano, formerly district manager for the same company in Watertown. Young is retiring from the industry.

George Bulgerogas is now assistant booker for Universal in Albany, N. Y. Formerly employed in the auditing department of the State Tax Commission, he succeeds John Capano, who resigned to join Upstate Theatres, Inc., a local buying organization. Capano also owns the State Theatre in Troy.

James Hart, booker for Columbia Pictures in Atlanta, is a candidate for the office of mayor of Union City, Ga.

W. Robert Rich, for the past two years program director of television station WPIX here, has joined Associated Artists Productions as a general sales manager of its TV division. He will assume his new duties immediately.

Mrs. Virginia Bray, head biller at the Allied Artists exchange in Atlanta, has resigned to move to Montgomery, Ala.

Gene Garden, shipper at Universal's Atlanta exchange, has been promoted to booker.

'Sinbad' Is Shown in West Memphis, Ark.

MEMPHIS, June 15.—"Son of Sinbad" opens tomorrow in West Memphis, Ark., but there may yet be a suit seeking a reversal of the film's showing in Memphis ban, according to Ed Binford, representing RKO-Radio, distributors of the film, said: "We are still considering a suit against the Memphis and Shelby County board of censors, asking that the ban be reversed."

"Son of Sinbad," was first banned by the Memphis censors in April of 1954. On May 3 of this year, they viewed a newly edited version, bearing the Production Code seal, and again banned it.

On May 10, Goodman wrote censors in New York in commission of RKO and Loew's State Theatre to show the film for adults only. Goodman pointed out that "a precedent has already been created" for adults-only showings ("Blackboard Jungle" was shown to the State) and asked the precedent be followed.

On June 3, Chairman Binford saw the film a third time through the company of Goodman and R. V. Regan, Memphis branch manager for RKO.

After the third viewing, Goodman said, Chairman Binford said the film could be shown in Memphis only if all the dances were cut out, together with all the sex scenes to which any of the dancers appeared. RKO refused.

Review

"The Naked Heart" (Associated Artists)

[In this lively account of the nature of young love, the talented Michele Morgan appears to be wasted. The picture attempts to portray a girl's awakening to love and her childish reaction to its disappointments. However, Swanson's repetitious scenes with the young lady in it turn into sincere love. The third man is Miss Morgan's childhood playmate who has loved her through the years but who is now considered by her as only a friend. The outcome of this quadrangle is fairly obvious and too long in coming.

Some of the best scenes in the picture are provided by the Canadian background. Some beautiful shots of the hazards of snow and ice are made and it's unfortunate the rest of the film is not of the same high quality.

Despite her material, Miss Morgan still manages to impress with her performance and there is too little to do. The three gentlemen involved, Moore, Jack Watling and Philip Lemaire (the trapper) are adequate in roles that are either unlikely or unlikely. The rest of the cast are partly British, partly French and the film is spoken in English.

Nelson Scott produced and Marc Allegret directed and wrote the screenplay.

Running time, 96 minutes. General classification.

House Group Okays 
New Customs Bill

From THE DAILY HERALD

WASHINGTON, June 15.—The House of Representatives Committee approved the Administration's customs simplification bill.

Making a statement in behalf of the State Department's budget, State Senator reported today, a new bill is necessary to help the foreign trade agreements which the State Department is preparing for another major international tariff-cutting session in Geneva in January.

The customs bill is designed to make it easier for importers to get their goods in here and to make sure that the importers are not trying to evade the customs. Another provision sim-

MGM Selects Panel For Final Workshop

SEATTLE, June 15.—On the panel for the 24th and final M-G-M Ticket-Selling Workshop to be held June 20 at the St. Francis Hotel, San Francisco, will be four representatives of major and independent theatre circuits. Mike Simons, M-G-M director of publicity, will be present.

On the final panel will be: Andrew J. Sullivan, city manager for Dixie Drive-In Theatres; Lou Brown, advertising, publicity and exploitation director for the Loew Poli New England Theatres in New York; Seymour Gunther, advertising, publicity and exploitation for the Schine circuit at Glens Falls; Charles A. Tryon, publicity director for the Interstate circuit at Houston, Texas.

Tax Bill Signed

WASHINGTON, June 15.—President Truman signed into law a bill replacing retroactively two important provisions of last year's tax law. The provisions deal with reserve funds for future expenses and prepaid income.

TV's 1954 Revenue Showed 37% Increase

From THE DAILY HERALD

WASHINGTON, June 15.—Television broadcasting's gross revenue in 1954 amounted to $593,000,000, the Federal Communications Commission has reported today, a 37 percent increase over the 1953 figure of $432,700,000.

Aggregate profits made by the television industry, before deductions for Federal income tax, have increased to $90,300,000 in 1954, a 33 percent jump over the 1953 total of $66,000,000.

Television broadcasting revenues also went up, with $502,700,000 spent in 1954, compared to $327,000,000 in 1953.

The figure covers four the networks and 410 stations—10 stations owned and operated by the four networks, 92 pre-free stations and 300 post-free UHF and VHF stations. The 1954 figures include the 16 network affiliated TV stations and only 22 UHF and VHF post-free stations.

The four television networks, including the network of their 16 stations, doubled their profits in 1954, the FCC said. The networks reported profits of $19,000,000 in 1953, compared with $36,500,000 in 1954. Both figures are without Federal income tax deduction. Networks and their 16 stations accounted for about 52 percent of the industry's total revenue, the Commission said.

Kefauver Hearings

Profe Films Today

HOLLYWOOD, June 15.—Senator Estes Kefauver's (Tennessee) probe into the causes of juvenile delinquency today will and will concentrate on motion picture producers and distributors. The producer and television producers are anxious to cooperate in policing their industries and to weed out any offensive and possibly dangerous influences in their product.

News Roundup

3,000,000th 'Stranger'

The 3,000,000th copy of Morton Thompson's "A Stranger," has been presented this week to United Artists, distributor of the Stanley Kramer production based on the play. Youngstown, vice-president of U. A., received the copy from Henry Holms, general sales manager for the Astor Theatre here, and will have its world premiere June 29, with simultaneous openings at the Capitol Theatre on Broadway and the Stanley-Warner Theatre in Beverly Hills, Calif.

Gots Pa. Territory

Exploitation Productions, Inc., has been appointed to handle Gibraltar Pictures releases in Pennsylvania, Jack H. Harris, EPI head, announced. Six new American-made pictures are in the Gibraltar line up.

To Pick 'Miss Summertime'

"Miss Summertime," will be selected from a bevy of beautiful New York girls at once today as a feature of the promotional campaign for the world premiere of "Summertime," the new United Artists picture to open at the Astor Theatre June 21, the first day of summer.

'Roberts' on Sullivan Show

Ed Sullivan on Sunday will devote his entire hour-long television show to CBS one motion picture, Warner Brothers' "Mister Roberts." Henry Fonda, who has the title role in the film, and James Cagney, who plays another part of the film, will appear on the Sullivan program, which is telecast over the network from New York 8 to 9 P.M., EDT.

Hub Theatres Seek More News Space

BOSTON, June 15.—In an effort to get more space for motion picture news in the local newspapers, Boston theatre owners are suggesting to publishers to try to rectify the situation.

Theatre interests are requesting a better representation of motion pictures, more pictorial and editorial space, more reviews and interviews with important film personalities in the weekly and Sunday sections.

As the result of two meetings with top executives of the Boston "Globe," which has a morning and afternoon edition plus a Sunday edition, the representation has been increased in spite of the past week, with more editorial space devoted to motion pictures and two-column cuts of stars instead of the former one-column cuts.

The theatre interests are pressing for some of the radio, TV, legitimate houses, summer theatres, etc., to be pushed off the motion picture amusement page to make more room for items of interest to the public regarding films and their personalities.
"A Giant Among the Laugh-Gette"

"Everything about this grand entertainment is awfully close to as good as a film can get! Customers will be keeping the seats dusted for you long after you first spell out 'Mister Roberts' on your marquee!"

**MOTION PICTURE DAILY**

"One of the best films in many years and one of the funniest. Its acclaim will spread far and wide!"

**MOTION PICTURE EXHIBITOR**

"A tremendously entertaining comedy-drama that will have moviegoers rocking with laughter in theatres across the nation for a long time to come! A whizz of a show!"

**SHOWMEN'S TRADE REVIEW**

"Excruciatingly funny, magnificently produced, masterfully directed and superbly enacted—bursting at the seams with every entertainment quality to assure it stratospheric business!"

**BOXOFFICE**

"Vastly entertaining—will hit the movie-going public right between the eyes. A hilarious and sentimental saga—even better as a film than it was as a play!"

**FILM DAILY**

Screen Play by FRANK NUCENT and JOSHUA LOGAN - Based on the play by THOMAS HEGGEN and JOSHUA LOGAN - PRODUCED BY LELAND HAY.

**WARNER BROS.**

**CINEMASCOPE**

**WARNERCOLOR - STEREOPHONIC SOUND**

**STARRING**

**HENRY FONDA**
"A packed preview house, mostly a trade audience, oohed and ahed over the commercial possibilities! Rating: Excellent! The audience potential is enormous!"
MOTION PICTURE HERALD

"Will hang up one of the top grosses of this or any other year! Not only packed with good, sock belly laughs, but an exceptionally fine entertainment that will pack every theatre fortunate enough to get its play!"
HOLLYWOOD REPORTER

"From bestseller to hit play to click pic is the box-office parlay for 'Mister Roberts'. The kind of entertainment that means handsome grosses!"
VARIETY

"One of the outstanding comedies of all times! Assured sock B.O. in all situations!"
FILM BULLETIN

"Here is a box-office smash hit! The rousing, belly-laugh kind of comedy that has become too rare these days. Patrons, laughing so hard they will cry, will rank it with the classic screen comedies!"
INDEPENDENT FILM JOURNAL
A GIANT OF A MAN... A GIANT OF A FILM!

BURT LANCASTER as THE KENTUCKIAN

HUNTER...
ADVENTURER...
FRONTIERSMAN...

From greatness like his, America marched into history!

BUT WITH THE BOX OFFICE GIGANT OF "APACHE" AND "VERA CRUZ"!

Also starring:
DIANNE FOSTER
DONALD MACDONALD
WALTER MATTHAU
JOHN LUTL

Directed by HAROLD HIGHT
Screenplay by H.G. CATTANEO
ANTI Group Meets

FCC Rejection Of Pay-to-See TV Predicted

LEADERS SEE DISAPPROVAL OF FREE AIRWAYS’ USE

From THE DAILY Bureau
WASHINGTON, June 16—Top officials of the Committee Against Pay-As-You-See Television expressed confidence, following a strategy meeting here today, that the Federal Communications Commission would turn thumbs down on toll television proposals.

They met to discuss plans for filing rebuttal comment next month to the pro-toll TV briefs which were filed last week by proponents of the system. Deadline for replies is July 11, but may be extended.

Following the meeting, a statement was issued declaring that today’s session was “exploratory in nature,” and that the committee wanted to study further the briefs filed by Zeith, Skaich and Telemeter before any statement.

Columbia Directorate
Sets 5-for-4 Split-up Of Common Stock

The board of directors of Columbia Pictures at a special meeting at the home office yesterday announced a stock split-up of the company’s outstanding common of five shares for each four shares held. The record date for the split-up is June 30 and delivery date of the additional shares will be July 29.

For the current fiscal year the company’s earnings are expected.

Hoffman Is President Of Virginia M.P.T.A.

Special to THE DAILY
OLD POINT COMFORT, Va., June 16—The Virginia Motion Picture Theatre Association today elected the following officers for the next two years: president, Seymour Hoffman, Richmond; vice-presidents, R. G. Flanary, Jr., Richlands; Sy Davis, Norfolk; F. M. Westfall, Martinsville; and Morton G. Thalhimer, Jr., Richmond; secretary, Roy Richardson, Suffolk; treasurer, William Daalke, Jr.

Zanuck to Outline 20th Upcoming Films at Meet

The array of 20th Century-Fox product to be released through the end of the year will be described here by Darryl F. Zanuck, vice-president and producer of the producer’s two-day national sales convention opening this morning at the home office.

Zanuck will join president Sypros P. Skouras, executive assistant general sales manager, W. C. Gehring, and vice-president Charles Einfeld in major salesmen to the sales force.

In addition to discussing the 13 upcoming 20th-Fox releases, Zanuck will outline the company’s program of acquiring major, pre-sold book and stage properties for CinemaScope filming.

CURRENTS

Senate Group Told

HOLLYWOOD BACKS CODE’S PRINCIPLES

Producers Adhere Strictly to Regulations On Morality, MPAA Officials Tell Kefauver

From THE DAILY Bureau

HOLLYWOOD, June 16.—The motion picture industry has resisted the trend of the legitimate stage, that subjects dealing with the facets of human behavior, metalingly dealing with sex matters, the U. S. Senate Judiciary Subcommittee on Juvenile Delinquency was assured here today.

“We find that critics judge us not by the standards of the Code, which are the only fair criteria, but by their likes or dislikes, by their own particular set of principles or beliefs, even by their prejudices,” Shurlock said.

20th Splits South
In Sales Alignment; Promotions for 5

Promotions in a realigned Southern sales territory for 20th Century-Fox were announced here yesterday, following conferences between W. C. Gehring, executive assistant general sales manager, and Harry G. Ballance, Southern division sales manager.

Under the realignment of the territory, eight southern branches have been divided into two sections, Southeast and Southwest, with four offices in each district. Ballance will head up the entire territory, including the new Houston office to be opened.

In charge of the new Southeast district will be E. B. Wilson, presently assistant Southern division manager, headquartered in Atlanta. Offices under the jurisdiction are Atlanta.

ALLIED ASKS VOICE
In THEATRE PLANS

WASHINGTON, June 16.—Allied States today sent the Justice Department its demand that exhibitors be notified and given a chance to submit evidence on proposed theatre acquisitions by the divorced circuits.

General counsel Abraham F. Myers said he had put in the mail to Atton.

‘U’ 6 Mos. Net
At $2,014,960

Universal Pictures and subsidiary companies yesterday reported earnings for the 26 weeks ended April 30 of $2,014,960, after providing $1,830,000 for Federal taxes on income.

After dividends on the preferred stock, the result is equivalent to $1.87 per share on the 1,015,799 shares of common stock outstanding.

For the 26 weeks ended May 1.

CHURCH WRITER SAYS CODE ENFORCEMENT HAS BEEN ‘RELAXED’

HOLLYWOOD, June 16.—William H. Mooring, film and television editor of ‘Tidings,’ Los Angeles Catholic Archdiocesean weekly newspaper, and whose column, he said, is syndicated in 50 other Catholic newspapers in the U. S. and Canada vigorously attacked Hollywood producers in an hour-long testimony before Senator Kefauver’s subcommittee here today.

Although paying high tribute to the Production Code, which, he said in answer to a Kefauver inquiry, in his opinion corresponds to the Ten Commandments on which it is based, and is a workable document that imposes no impediment to art, but helps...
WILLIAM J. HEINEMAN, United Artists vice-president in charge of distribution, will return to New York today from a two months' trip abroad.

BECK DANIELS and BEN LYON celebrated their 25th wedding anniversary in London this week with a party at the Dorchester Hotel. The British Broadcasting Corp., gave a 60-minute program in their honor.

SANDRA ESTA SILVERSTONE, daughter of Arthur Silverstone, assistant general sales manager of 20th Century-Fox, will be married in Scarsdale today to Michael Garrison.

OSCAR A. DOBB and Mrs. DOBB were in Syracuse from New York this week for the wedding of DONALD NEWTON, business manager of the Jersey Journal, to Susan Marley.

NEW CLARKE, foreign sales manager for Walt Disney Productions, will leave New York today via B.O.A.C. for England and the Continent.

LINDA DARNELL and her husband, Philip Liepsman, will return to New York from the "Miss America" on Tuesday from Europe.

RUDY BERGER, M-G-M Southern sales manager, has left here for Miami for a vacation and to recuperate from a recent illness.

WILLIAM MILNER and Burton HAYES, of the Jam Handy Organization, Detroit, were in Atlanta from there.

LOU STICKLAND, president of Stickland and Company, has returned here from Florida.

JOHN P. BYRN, M-G-M Eastern sales manager, will return to New York today from Boston.

P. T. DANIEL, Universal Pictures Eastern sales manager, is in Pittsburgh from New York.

M. B. HOBOWITZ, head of the Washington Circuit, Cleveland, has arrived in Israel from there.

Mack Gets Senate nod for FCC Post

WASHINGTON, June 16.—The Senate Commerce Committee approved President Eisenhower's nomination of Richard A. Mack to be a member of the Federal Communications Commission for a four-year term starting July 1. He would succeed Frieda Henmick.

Lasky Cites 'Inspiration'

1st Nickelodeon's Golden Jubilee Marked in Pitts.

PITTSBURGH, June 16.—The late Senator John P. Harris, founder of America's first Nickelodeon in Pittsburgh in 1905, was eulogized by Pittsburgh's Mayor David L. Lawrence as "one of the all-time great men of this city," on the 50th anniversary of the Nickelodeon, observed here this week. Among those attending the festivities were John H. Harris, son of the founder and president of the United States Lasky Corporation, producer Jesse L. Lasky; silent comic Chester Conklin; actor Dan Dailey and stars of Warner Bros. and United Artists.

Lasky said that the Nickelodeon's success here was the main reason that "the world had not gone belly up" and switching to producing films in 1913, beginning with "The Square Mary," which he claimed was made with Cecil B. DeMille directed. Lasky noted that Harris' foresight and success with his Nickelodeon inspired such famed show business figures as Marcus Loew, Adolph Zukor and Harry Warner in building cinema palaces and circuit chains.

The activities began with a luncheon held at the French Lick, Penn., attended by hundreds of local civic and film leaders. Incidentally, Henry Greenspun, founder of the Nickelodeon Club, Tent One, in 1927, the first Nickelodeon Club in America, announced his club was later at the spot of the first Nickelodeon on Smithfield St. The site is now part of the Frank & Seder department store.

Following a dinner at the Duquesne Club, the Nickelodeon anniversary celebration was closed by services by the guests on the stage of the J. P. Harris Theatre, and the world premiere of "Seven-Per-Cent Goobers." Proceeds from the benefit performance went to the Variety Club's Roselia Foundling Hospital.

RKO Promotes Three in Foreign Dept.

The promotion of three RKO Radio Pictures officers for a controlling interest in the Lasky South African theatre circuit were reported to have been resumed here on this city, on the occasion of the 20th Century-Fox Southern department.

Artur Herskovitz has been designated manager of Peru and departed for that territory yesterday.

As sales assistants to Edwin J. Smith, Jr., assistant foreign sales manager, appointments have been made as follows: Melvin Danheiser, in charge of Latin America, the Far East and Australasia, and Milford L. Rydberg, in charge of the United Kingdom and Europe.

'Miss Summertime' Picked for Premiere

Eighteen-year-old Georgina Fay Kennedy has been proclaimed "most beautiful girl of New York," and has been selected as "Miss Summertime" to reign over the premiere of United Artists' "Eklberg" at the Astor Theatre here on Tuesday.

Miss Kennedy won over 30 finalists in a competition for the "Miss Summertime" title before a noon-hour crowd at the "Summertime" exhibit in Times Square. Her prize is a two-week vacation in Venice.

Drive-In Ruling Upheld

HARTFORD, June 16.—Common Pleas Court Judge John Clark Pitrone overturned a judgment of the Connecticut State Supreme Court ousting the Glastonbury, Conn., zoning board which gave Jack Leitao, telephone repairman of Hartford, Connecticut, a permit to build a drive-in theatre in that suburban Hartford town.

Move to Subpoena Purrveyor of Films Banned in Ohio

Special to THE DAILY

COLUMBUS, June 16.—A subpoena for a mysterious "Mr. M." has been arranged a screening of film censor clips for the Ohio House Judiciary Committee, may be issued by State Senator Victor, chairman of the Senate Education Committee hearing the censorship bills, unless that individual can come before the Senate committee.

Mr. M. Eyman, chief state censor, told Senator Mosher that he would "not locate Mr. M." and have him testify.

Mrs. W. Andrew Martin, chairman of the Ohio Committee for Decent Film, said the Senate committee today that she had no knowledge of the origin of the films and denied that she had said that she could arrange showings of the censor clips throughout the state. Eyman said the screening was held without his knowledge. The clips included censored material from the "French Line" and several other films.

Some Employees Shifted

Eyman said that censor board members have been receiving annoying queries from the press, legislators and others on censorship matters and that "serious consideration of the censorship division "have been assigned to other duties in the education department."

James Ratliff, chief editorial writer of the "Cincinnati Enquirer," gave a detailed report on the "totalitarian" philosophy of censorship which he said is "the antithesis of American freedom." He said there is "no exception that tolerance when great majority of states have never had censorship," and added "we must not set up governmental bureaus to prejudice morals."

Hearings are scheduled to conclude on June 23.

'SAC' Saluted at London Premiere

LONDON, June 16.—Paramount's "Strategic Command," had its European premiere at the Plaza Theatre here tonight on a VistaVision screen. "SAC," which has been prouder on the projected deal there and in London for the past several weeks.

Chesapeake 'Holders See Matador' "to pay off stockholders demand for ticket. Chesapeake Junior stockholders, put on three separate performances of its shareholders screening the film Wednesday evening. More than 1,000 persons were in attendance at the 85th St. Trans-Lux Theatre to see "The Magnificent Matador."

The picture was processed in color by Pathie Laboratories, one of the Chesapeake companies. The shareholders had been heard a talk by William C. MacMillan, Jr., president of Chesapeake. Questions on subsidiaries' products and services were answered by officials of the companies.
To Address 20th-Fox Sales Convention

Zanuck
(Continued from page 1)

Kodak’s U.K. Color Output Increasing

From THE DAILY Bureau

LONDON, June 16.—Kodak, Ltd., anticipates by 1955’s end to be pro-
ducing more than enough color film in its London plant to meet demands
here.

In the past, Kodak color film has been manufactured in the U.S. and
imported here. The British company’s last accounts revealed that a con-
siderable amount of capital had been set aside for the building of a new
plant in the London suburb of Har-
row. The plant is now in operation and
color film production started.
Company executives state that in 1956
as much color film as black-and-white
will be produced there.

It is not anticipated that color film
made here will be appreciably cheaper
than the American product. It is
pointed out that production costs are
higher this side. The principal benefit
probably will arise in the ensuing
cutback in dollar remittances.

W. Va. Allied Annual Meet Aug. 23-24

CHARLESTON, W. Va., June 16.
—West Virginia Allied Theatre Own-
ers will meet in annual convention at
the Daniel Boone Hotel here, Aug. 23
and 24, Donald Schultz, president, of
Charleston, announced. Speakers
will include national Allied presi-
dent, Rube Siok.

Jackson, Miss., Editor Tells Why His Paper Features Motion Picture News

The 46th in the series of Council of Motion Picture Organization ads in "Editor & Publisher" which will appear tomorrow publicizes as a feature by COMPO from Norman Shavin, feature and Sunday editor of the Jackson, Miss., "State Times," in which he says the paper gives pictures the full treatment because "we think newspaper work for has always fascination.

"Having read your full-page advertisements in 'Editor & Pub-
lisher,'" he wrote, "I thought you might be interested in our unusual
treatment given to a movie which we feel deserved it."

"We carried this review on Page One on the simple theory that a
truly 'great movie' is Page One news."

"We feel people are devoted to their theatres and interested in the
folk that occupy stages and manager's offices."

"That's why we provide advance art, a time clock daily, reviews of
first runs, a regular local column (by the author of this letter), and
supplement this with features and copy from wire syndicates."

Ed. Note: MOTION PICTURE DAILY agrees with the "Jack-
son State Times'—and COMPO—that a "truly great" movie picture is
Page One news, and has been so treating them, with Page One
reviews, for many years. No other motion picture trade paper accords
this recognition to "truly great" motion pictures.

Re-align South

(Charlotte, Jacksonville and New Or-
leans)

Mark M. Sheridan, Jr., presently Dallas branch manager, is being pro-
nounced to Southwest district manager, and will maintain his headquarters in
Dallas. Offices under his supervision will be Dallas, Houston, Oklahoma City
and Memphis.

Harry F. Harrell, presently assistant
to division chief Ballance, is being promoted to the management of the new
Houston exchange, while New Orleans salesman Lloyd Edwards is being
promoted to the post of Bal-
lace's aide.

Replacing Sheridan as Dallas branch manager is William P. Wil-
liams, a Dallas salesman.

All promotions become effective
June 27, it was announced.

‘Gate of Hell’ Tops Six Months at Guild

The Japanese film “Gate of Hell”
completed its 26th week at the Guild
Theatre here this week and, accord-
ing to Ed Harrison, distributor of the
picture, it is the 13th feature to have
reigned a run of more than six
months in New York City. In its first
half-year at the Guild, “Gate of Hell”
played to 288,000 patrons for a box-
office gross of $350,000, all-time record
for the house, Norman Elson, presi-
dent of Guild Enterprises, said.

Other long-run pictures, in the order of their records, according to Harri-
son, are “This Is Cinerama,” “Red
Shoes,” “Lili,” “Open City,” “The Big
Parade,” “Hamlet,” “Niagara,” “Pascal,” “Bitter Rice,” “Gone With the Wind,” “The
Best Years of Our Lives,” “Devil in the
Flesh,” “Symphony Pastoral,” “Quartet” and “Tallulah Idol.”

Modern Art Museum Invites UPA Exhibit

The Modern Art Museum here has
invited United Productions of America, cartoon creators, to partici-
-pate in its 25th anniversary year with a
two-month exhibit of its art work
and films. The show will open on
Tuesday, and will demonstrate how
cartoon ideas generate and the several
ways in which these ideas take shape
in successive stages to their final
form. Many UPA films never before
shown to a public audience, will be in-
cluded on the film program of the
exhibit.
THE
THAT WORKS HAS
EXHIBITOR IS NOT
ORGANIZATION
RDEST FOR THE
ETING TODAY!

“We like to do business
the way the exhibitor
likes to do business!”
Chi. Welcomes "Cinerama"
Advance sale for "Cinerama Holiday" stood at $55,000 at the Palace Theater, Chicago, where the picture had its $25 per seat premier for the Peace Corps. Children are undergoing the children Wednesday. A second benefit performance was held for the Catholic Alumni of Chicago last night. Lester Isaac, general manager of exhibition for Cinerama, and Harry Goldberg, Stanley Warner advertising-publicity director were there from New York to supervise the opening.

Perspecta Licenses
Four important motion picture producers here have been licensed by Perspecta Sound licenses, it was announced here.

Goldwyn, Jr. Gets Title
"The Trouble Shooter" has been chosen as the title for Samuel Goldwyn Jr's. confidence completed for United Artists release. Originally the film was called "The Deadly Quill" and Hal Malkin contested and won the right to the latter in an arbitration proceeding.

Two Extremes in Scope
The world's largest, and smallest, CinemaScope screens have been installed on opposite sides of the globe by 20th Century-Fox. "Tiny Tim," a screen in the company offices in Oslo, Norway, measures four by 10 feet, serving a capacity audience of nine persons. Over 5,000 miles away, Mexico City's Sonora Theatre offers to 3,500 patrons a screen 86 by 32 feet.

Legion Reviews 24; 'Itch' Put in Class B
The National Legion of Decency has classified three films, including "The Seven Year Itch" as "morally objectionable in part for all" (Class B) in its latest listing. Others in the same class are "Finger Man," (Allied Artists), and "The Man Who Loved Redheads," (United Artists). In Class A, section I, are "A Day to Remember," (Republic), and "The Tiger and the Flame," (U. A.). In Class A, section II: "Lady Godiva," (Universal).

Previously put in Class B were "Angela," "Female on the Beach," (Allied Artists), "Las Vegas Shakedown," "Soldier of Fortune," "Teen-Age Crime Wave" and "This Man is Dangerous.

Six films were designated Class A, Section 2 earlier: "The Cobweb," "One Desire," "Othello," "Ibokende," "Special Delivery" and "We're No Angels."


Review
"Chicago Syndicate" (Columbia) Hollywood, June 10
AUDIENCES are in for some exciting, absorbing entertainment with this latest entry into the field of film exposés of big time racketeers and mob leaders. Fred F. Sears, whose Sacchet story with suspenseful touches that draw impressive performances from the small, but well-chosen cast.

Dennis O'Keefe is suitably qualified as the man selected by the district attorney to break the case and find the evidence that would rid the famous city of one of its gangland era bosses. Paul Stewart, a symbol of mob leadership without resorting to flagrant displays of violence, appears strongly with the silky manner in which he manipulates his little empire.

Abbe Lane, in the co-starring spot, maintains her reputation as an outstanding singer of Latin rhythms, but it is notable factor in investing the "Teen-Age Girls," (Col.). Her hand is responsible dramatic moments of "Midnight," another capable eye-ful that fills a prominent spot in the story attractively.

In addition to featuring some of his musical style, Xavier Cugat also finds an opportunity to go into dramatic in "Clever." Joseph Hoffman's well-constructed screenplay establishes O'Keefe as an accountant risking his life for a $40,000 payoff by the d.j.'s office if he gets the information from her, but Cugat, stops the punishment by disclosing the finding place of the film. O'Keefe takes the film from Stewart as he is about to let it go; and when Stewart is being dragged (up Runnings a, 84 minutes General audience classification. Release, in July.

SAMUEL D. BERNs

FCC Rejection
(Continued from page 1)
ment is made as to the committee's procedure.
However, the statement said, reports compiled by committee members and member organizations indicated that the public's response to the opposition and the FCC's last week has been "most favorable."

"Our conviction is that FCC discharge of pay TV in any form which proposes to use the free air waves to pile up profits for a few stockholders is inevitable," the statement said.

The FCC, in side letters to the FCC against toll TV showed that the public interest would not be served by "this conditioned air."

Allied Asks
(Continued from page 1)
ney General Brownell a copy of the resolution adopted by the Allied board last month, "dressed up a little bit and with some arguments that it appears.

The Allied board on May 25 ap-

prove a resolution asking Justice to make mandatory insuring of exhibitors affected by a proposed acquisition the right to protest the acquisition and to present to the court the facts in the case. Allied said the acquisition by diversified circuits were now being handled secretly. Justice and that exhibitors affected were not being given a chance to present their side of the case.

Will Insist on Notice
Myers said today that the exact mechanism by which Justice would notify exhibitors would be up to Justice to work out, but that Allied would insist that exhibitors get some sort of notice so that they could present to Justice and to the court all the facts bearing on the case. The presenta-
tion to the court, he said, could either be made directly by the exhibitors, with Justice approval, or through Justice.

Justice officials, who have not yet received the Allied complaint, prom-
ised to study it. A Justice spokesman emphasized that Justice has been ex-
tremely careful to investigate all the facts surrounding any proposed ac-
quisition by a divided circuit, and insisted that "Justice hasn't acted in any case on the basis of incomplete information."

Rebuffal to Be Prepared
Rebuffal arguments will be prepared by economic consultant Dallas Syntex and engineering consultant John V. L. Hogan, Marcus Cohn, who filed the committee's original brief with the FCC, will file the rebuttal.

Today's meeting took place in Cola's office. Attendance was Traeeman T. Reasuring and Alfred Sturk, co-chair-

men of the committee; treasurer Philip P. Harling; Ralph McNally of Cola and J. P. Millman of New York; Robert S. Taplinger and Donald Walsh of Robert S. Taplinger and Donald Walsh of Cola. Washington representative; Hogan, Cohn, and Stanley Cohen of the Cola and Marks law firm.

Col. Stock Split
(Continued from page 1)
be the largest in its history, the company's announcement said.

The board placed the new stock on a regular quarterly dividend of $.25 per share payable on all the shares which are embraced in the stock split-up.

U' Profit
(Continued from page 1)
1954, Universal's earnings were $1,721,063 after providing $1,459,000 for Federal income taxes. After dividends on the preferred stock, this was equivalent to $.57 per share on the 1,072,334 shares of common then outstanding.

See Differences Inevitable
So long as human beings are the judges of what is desirable and undesirable, Albright said, there will be no differences of opinion about the effect on the reader, listener or viewer.

In summarizing the functions of the various segments of the Code Administration, Albright said: "We in the motion picture industry are not perfect. We have made mistakes and I assume that we will make them in the future. But I want to emphasize that the people who produce our pictures and the men and women who administer our codes are decent, that they who adhere consciously to the standards which the industry has imposed upon itself."

Explaining other facets of the Code and its operation, Senator Albright in his early days there were those who feared that the Code would destroy the integrity or reality, that it would impede advancement and development. Then, he said, have proved groundless.

"In the early days, too," he con-
tinued, "there were those who felt the Code might be observed more in the breach than in the performance. Like the other doubters, they have been proved wrong, too."

Shurlock emphasized that he didn't mean to say that the Code was perfect or that its enforcement was perfect, but that, after all, it is a living human document and it is administered by human beings, who assuredly lay no claim either to being always right and always infallible.

Admitting that mistakes have been made, Shurlock asserted that "what-
ever mistakes have been made have been errors of judgment, and nothing else."

White Treats Advertising
White, describing the operational methods of the Advertising Code Administration, held the subcommittee that the PCA has approved 263 feature films and that his department passed on 129,239 pieces of advertising and publicity materials. "Only a relatively small amount of the copy caused his administration any difficulty, he said. "The copy was really ordinarily passable. At the other end of the scale, some copy was really un-

ounded, and [that] could be corrected by minor changes and might be re-submission."

"I believe," White said, "that the Production Code and the Advertising Code will continue to be the umbrellas that enforce them—have inimmunely aided the American motion picture industry. This is true because the industry's long-established system of self-regulationfulness ethical and moral principals and reasons that reasonable men everywhere wel-
come and support."

Code Backed
Producer Criticized and Defended

(Continued from page 1)

Hoffman

(Continued from page 1)

the artist who is working in good faith," Mooring named several pictures, current and recent, as containing material injurious to juveniles but not to adults as well.

While praising Code Administrator Gregory Shurlock as a man with high principles, he said that code enforcement during the past two years has been relaxed to such an extent that picture content "approaching obscenity" has been appearing on screens. He said the Code "is not properly operated. It is operated with a little too much indulgence."

Names Eight Films

In naming specific pictures, and detailing the material in each which he considered injurious in its effect on the young, he cited "Blackboard Jungle," "Cell 245—Death Row," "Wild One," "Big House, U.S.A.,” "Son of Sinbad,” "East of Eden" and "Five Against the House." He went back to "Johnny Belinda," pointing out to the latter the probable effect on a named individual who was executed for a murder committed after viewing it.

Mooring told the committee that one important factor in the situation that was not present until recent times is the increasing competition between Hollywood theatrical product and television. He said Hollywood motion picture producers, working under Code restrictions, feel themselves hard pressed to compete successfully with material being telecast into homes by producers who disregard their own television code because of its unenforceability.

Queried by Senator

Questioned on this point by Keafner, Mooring explained that the television code effectively enforces Code administration to itself, as the theatrical film industry has, and then agreed with the Senator that "both the Code and the public generally, would be better off if the television code, which Mooring pointed out coincides almost completely with the Production Code, were administered in like manner.

Discussion concluded on an agreement that damaging competition between theatrical and television producers, with regard to limits of morality, taste and discretion in subject matter, would be minimized or eliminated if equivalent regulatory measures prevailed.

Reagan Heard

Ronald Reagan, representing Screen Actors Guild, told the Senate hearing that the witness stand, and pointed out that a certain amount of violence is inseparable from action-films which prove the proficiency of right over wrong by showing both and drawing a contrast. Reagan said he believed that the current wave of protest against picture content is not deeply founded, and took a strong stand against censorship.

He said, "The Production Code is a program of self-restraint without equal in any system of communication anywhere in the world."

The final morning witness was Fred J. Hacker, psychiatrist, who, in comprehensible substance, that "social scapegoat-ism" likes to fix responsibility for juvenile delinquency on movies, television, books or whatever is handy, but that actually none of these have more than a "trigger" role in cases of instability—and never are their causes.

Says 'H'wood Aware

Of World Tastes

HOLLYWOOD, June 16—Hollywood is conscious of the likes and dislikes of more than 250,000,000 people who spent their week end all over the world, U.S. pictures, Roger Allbright told the Senate Subcommittee on Code and Delinquency today.

The director of the department of educational services of the Motion Picture Association said that the American film industry, the only free, unsubsidized motion picture industry in the world, would shrivel away if it did not keep up with the changing times, if it did not produce what the overwhelming majority of the people want and like.

Westerns Defended

Brown, testifying regarding the Western picture generally, and of his own "Ten Wanted Men" in particular, he declared that children who watch Westerns completely identify themselves with the hero, never with the villain. When committee counsel asked him why he had permitted 17 killings in "Ten Wanted Men," he said this was an exception to his rule that he has been in trouble with the Production Code Administration about it.

Murphy recounted his experiences along the various parts of the country as head of the public relations department of M-G-M.

Reopen Miss. House

POPLARVILLE, Miss., June 16—Owner Mrs. E.V. Sheffield has reopened the Sheff Theatre here, following repairs of extensive fire damage experienced several months ago.

Walt Disney’s "Lady and the Tramp," which opened yesterday at the State-Lake Theatre in Chicago, is reported by the company here to have played to first-day business well in excess of Disney’s "Peter Pan," "Doors at the State-Lake were thrown open at 8:30 A.M.

for want of an Altec service man!  the sound was lost
for want of a show,  the show was lost
for want of an audience,  the receipts were lost

All for want of
an ALTEC service man!

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SPECIALISTS IN MOTION PICTURE SOUND
Seldom has the screen captured such passion and emotion...fierce human hungers that probe deep into the very heart of life itself!

Stands alone! first as a book... now as a motion picture!

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NOT AS A STRANGER

OLIVIA de HAVILLAND
ROBERT MITCHUM
FRANK SINATRA
GLORIA GRAHAME
BRODERICK CRAWFORD
CHARLES BICKFORD

Coming! - Watch for it at your favorite theatre!
Hit Para., MPA
Films’ Silence On Toll TV
Hit by Group

Starr and Rembusch Ask Why FCCWas Ignored

From THE DAILY Bureau
WASHINGTON, June 19.—The Committee Against TV "You-V-See TV" vigorously assailed major film producers for their failure to take a stand before the Federal Communications Commission on subscription television.

The committee questioned whether the Motion Picture Association is "-dominated by" Paramount Pictures, which controls International Tele- meter Corp., one of the three firms seeking FCC approval of toll television. The committee (Continued on page 7)

L. D. Netter, Jr., to Todd-AO as V-P

L. Douglas Netter, Jr., has resigned as sales manager of Altec Service Corp., to become vice-president of Todd-AO, in charge of the theatre equipment division. It was announced here at the weekend by Henry S. Woodbridge, president of Todd-AO. Netter will assume his new post on July 1.

Netter joined the Altec organization in September 1947. During his tenure with the service company, he spearheaded the sales promotion drive which (Continued on page 7)

Goodman Named V-P Of Schwalberg Firm

Monroe R. Goodman has been elected a vice-president of Artists-Producers Associates, it was announced at the weekend by Alfred W. Schwalberg, president of the company. Goodman, who recently resigned from Paramount, will work with Schwalberg on (Continued on page 7)

Shurlock Scores Industry Case At Kefauver's Hearing
Strong

From THE DAILY Bureau
HOLLYWOOD, June 19.—The motion picture industry on Friday emerged with flying colors from two days of cross examination by Sen. Estes Kefauver investigating the causes of juvenile delinquency, when Production Code director Sir George Shurlock supplied swift, incisive and sometimes corrective answers to questions asked him at the concluding session of the hearings, which had opened the previous day with William H. Moore, newspaper writer, charging the Code Administration with laxity in the enforcement of the Code rules. Shurlock said:

"Mr. Moore is a very intelligent, sincere and honest man, but I wish to categorically deny his categorical charge that our enforcement of the Production Code has been lax."

Referring directly to Moore's statement that the horse-mating scene (Continued on page 6)

See Agreement Soon On N.E. Truck Tieup

Special to THE DAILY
BOSTON, June 29.—Progress in the three-truck head-up indicates an agreement by tomorrow or Tuesday, as both management and the union have asked state officials for a time to iron out the differences.

However, a spokesman for one of the film delivery companies took (Continued on page 7)

Under Stepped-up Schedule
Set 2 or 3 Per Month
From 20th in 'Scope

Two to three CinemaScope features per month will be released by 20th Century-Fox during the next six-month period under the company's two-day national sales convention which (Continued on page 7)

F. Zanuck, vice-president in charge of production,

The announcement was made by William C. Gehring, executive assistant general sales manager. Others who addressed the sales force were president Spyros P. Skouras, vice-president Charles Entick and Darryl

To Be Introduced Today
BILL WOULD BAR SUBSCRIPTION TV

Celler's Measure Will Prohibit Approval of Medium and Amend Communications Act

WASHINGTON, June 19.—House Judiciary Committee chairman Celler (D., N.Y.) said he would introduce in the House tomorrow a bill to prohibit government approval of subscription television.

The bill, which will be referred to the House Commerce Committee, will amend the Communications Act of 1934 to provide that the Federal Communications Commission "shall not authorize or permit any television station to impose a toll, fee, subscription or other charge, directly or indirectly, on the general public, for the privilege of viewing TV programs received over TV sets located in the home."

It would also provide a fine of up to $10,000 and a jail sentence of up to five years as punishment for any TV station or anyone attempting to set up a subscription television system.

Celler declared that in addition to its high cost, toll television "would reduce listening, by blacking out, for those who do not pay, channels now devoted to free programs; it would rob off the best programs which the public is now receiving free; and it would divide the television audiences along economic lines."

Celler asserted that the biggest addi- (Continued on page 6)

Schlesinger Sets Limits of ‘Deal’

The projected deal between 20th Century-Fox and the Schlesinger South African interests is confined to the Schlesinger motion picture circuit and a number of legitimate stage houses, John Schlesinger said here at the weekend.

Schlesinger, who plans to leave with (Continued on page 6)

Editor Defends Films At Hearing in Ohio

Special to THE DAILY
COLUMBUS, June 19.—"You cannot blame the movies for inciting juveniles to violence any more than you can blame newspapers," said Norman Nadel, theatre editor of the "Columbus Citizen," before the special (Continued on page 6)
Vote on 14 Proposals

Cinematographers Wind Up Stockholm Standards Meet

Cinematographers have voted on 14 proposals which will further international exchange of film products, according to information from Stockholm which was received in New York at the weekend.

Loew's Takes Title To Fla. Drive-in

JACKSONVILLE, Fla., June 17—Loew's, which has taken title to the Normandy Twin Open-Air Drive-In Theatre here, Leonard Friedman, financial vice-president of Loew's, acted for the company. This will be the second open-air acquisition by Loew's since completing its 51-function center.

James Carey, former manager of Loew's Victory, Evansville, Ind., will manage the Normandy under the supervision of division manager Martin Barnett, Kernit Allum, of the Majestic, Evansville, will assume Carey's former assignment.

The Normandy has a semi-tropical setting, plus features including a 135-dome Silver Meteor, free donkey rides and a five-acre playground.

To Elect President Of Crescent July 13

NASHVILLE, June 19—The board of directors of Crescent Amusement Co. has scheduled a meeting for July 13 for the purpose of taking action on a new president to succeed J. C. Oden who has served in the capacity for the past year.

The addition to the board of two bankers, Frank Cole and Webster Johnson, has created reports here that the 75-theatre circuit may be operated hereafter by a local bank. At least these two bankers have indicated themselves for the position as head of the circuit.

Stengel's public statement that Crescent is in excellent financial condition has not been denied.

Rank's BOE Profits Trebled in Year

From THE DAILY Bureau

LONDON, June 19—Accounts for the year 1954 of J. Arthur Rank (British) have been released, and it has been revealed that the company's profits have soared from £247,000 to £1,237,000. Dividend is trebled at 15 per cent for the year.

The accounts confirm the previous reports. In his statement as chairman of the board, Rank, said that the 1954 net profit of £58,900, compared with £142,769 of 1953. He pointed to the board's policy of taking the opportunities in this period of prosperity to re-quip and expand the company's productive resources.

A large program of capital expenditure was authorized for the next two years. A 15 per cent order dividend represents a very conservative distribution of profit as it was stated. It was held essential to retain funds to finance the company's expansion programs and to help maintain the expansion of the company's pictures both at home and overseas, said the board.

Films' Part in Raising Living Standards

Described in New Book Saturling Crane Co.

The motion picture's part in helping to change the attitudes and appearances of a nation and in bringing a better living to Americans is described in a new book published simultaneously which salutes the centennial of the Crane Co. Titled "Everything and the Kitchen Sink," the book contains a chapter which discusses the development of pictures in the 1920's.

It was not until the 1920's that the motion picture had any real impact on living, the book points out, and goes on to say that motion pictures showed everyone how the others lived; presented with startling reality the clothes of the fashionable per , the cars of their movie heroes... the hair styles and make-up of the handsome and beautiful... the homes and bathrooms of the well-to-do... the appliances and furniture of the affluent... the method and diction and vocabulary of the educated... the manners of the refined... the recreations and hobbies of the leisureed... the music, art and literature of the well-to-do... the published and every one from the day labor to the Western farmer had a new set of concepts about the way to live.
One reason: United Air Lines Air Freight

In order to maintain tight control over production schedules and prevent costly pile-ups of surplus material, many manufacturers now include fast, dependable United Air Lines Air Freight in their regular day-in, day-out operation. In this way production can be closely related to sales and inventory control, and the subsequent close timing pays off in real economy.

The most convenient way to make the most of air freight is to use United's Reserved Space Air Freight plan—which only United offers on all equipment. Reserved Air Freight moves on most of United's 254 daily Mainliner® flights and is offered after consideration of mail and express needs. Ask your nearest United office about its distinctive advantages. Or write for new booklet, "Industry's Flying Partner": United Air Lines, Cargo Sales Dept. N-6, 3959 S. Cicero Ave., Chicago 38, Illinois.

New world-wide Reserved Space Air Freight service available to 84 countries
News Roundup

Finklehoffe Acquires Novel
Fred F. Finklehoffe has acquired the motion picture rights to Emil Schulberg's novel, "What Makes Sammy Run," and will put it into production in mid-November as an independent film.

Lease WB Brooklyn Studio.
Jed Harris and Michael Myerberg, producers of the forthcoming feature, "Patterns," have leased the Warner Brothers Brooklyn studio for the shooting of the film, which will star Van Hefflin.

To Aid Israeli Films
The formation of Siskel Film Distribution Co. has been announced by Rabbi Joseph Siskel, which is now in its ninth week in the Guild art theatre in Suptred Hill. Its consistent business, despite lack of familiar names, has amazed the local Film Row.

T. I. C. Completes Its First
Talent Investment Co., organized last fall by Dan Stumper to finance new plays, film scripts and undiscovered talent, has completed its first major venture, a feature film in color featuring new Broadway and TV talent.

Reagan Third V-P Of the Actors Guild
HOLLYWOOD, June 19—Ronald Reagan has been elected third vice-president of the Screen Actors Guild. The vote of the board of directors naming Reagan was unanimous. He succeeded William Holden, who resigned because of production activities. Reagan previously served as president of the Guild from 1947 to 1951.

Absent Lichtman Hailed at Meet
Al Lichtman 20th Century-Fox distribution director played a prominent role at the company's two-day sales convention — although he was not present.

通过 discussion, speaker after speaker mentioned his career in distribution, his sales innovations and his efforts to bring harmony into the industry. Lichtman, who is convalescing in Canada with recurrent illness, had his name heralded on a 30-foot banner, which read simply, "Al Lichtman Appreciation."

W. C. Gehring, 20th Century-Fox executive assistant sales manager, (standing), addresses the company's two-day national sales convention at the home office. Others shown at left, are: Alex Harrison, Western sales manager; Arthur Silverstone, assistant general sales manager; Gehring; Glenn Norris, Eastern sales manager, and Len Jones, short subjects sales manager.

20th Slates 2 or 3 Monthly

(Continued from page 1)

WOMPI of Dallas Elects New Officers
DALLAS, June 15—Lorena Culmores, secretary at Columbia Pictures, has been elected president of Women of the Motion Picture Industry here, succeeding Maxine Adams, of Frontier Theatres.

Other officers elected are: vice-presidents, Lois Clancy and Joyce Sneed; recording secretary, Marie Russey; corresponding secretary, Marie Clarke, and treasurer, Jo Baly.

Hint Settlement of $15,000,000 Suit

An out-of-court settlement of the $15,000,000 anti-trust suit filed in 1951 against major companies and two circuits by Consolidated Theatres, operat ing the Plymouth Theatre, Worcester, Mass., was indicated at the weekend. It was reported that the settlement papers would be filed in New York Federal Court today. Defendant circuits were New England Theatres, Inc., and M & P Theatres. Settlement terms were not mentioned.

Nine Art Directors To Judge 'Awards' Trophy Sketches

Nine of New York's best known art directors have agreed to judge a private showing of 58 sketches submitted by industry artists as suitable designs for the national Audience Achievement Awards to select five they consider most appropriate, Charles E. McCarthy, information director of Motion Picture Organizations, announced here yesterday.

The sketches are on display today in the Exhibition Hall of the Art Directors' Club.


Done by Krauss, Roberts, Gold

The private showing and selection of the jury was arranged by Oscar Krauss, chairman of the Board of Governors of the COMPO art directors sub-committee. He was assisted in arranging the exhibits by Sam Roberts of 20th-Fox and Bill Gold of Warner Bros.

A similar showing will be held later before the advertising and publicity directors of the major companies, who also will be asked to select the five which in their opinion are most appropriate.

Each list will be kept secret until the next meeting of the full art directors committee at a date to be announced later. The final choice will be made in time to have the trophies made so that they may be presented to the winners of the poll at the public awards ceremony to be held in Hollywood early in December.

Bow of Summertime At Astor Tomorrow

Grace Kelly and Margaret Truman will head the list of prominent persons attending the gala premiere of "Summertime," which will be held at the Astor Theatre tomorrow evening.

Proceeds of the performance will be donated to the "Salute to France" program sponsored by the American National Theatre and Academy.

Fox Renewes Contract With WRCA-TV Here

Twentieth Century-Fox has renewed its contract with Station WRCA-TV here for another year and will continue its policy of advertising its Broadway openings and neighborhood engagements over the NBC outlet, which was announced at the weekend.

Slated for special promotion on the "Tea Men," "The Left Hand of God," "House of Bamboo," "How to Marry a Millionaire," and "The Virgin Queen." The order was placed through the Charles Schlafly Co., advertising agency.
HE KNOWS IT'S GOOD BUSINESS...

MEN OF SUCCESS...

TO PUT UP A GOOD FRONT!

Er... is your front showing? It had better be, for that's where you sell your patrons—out-in-front!

The successful showman fully realizes and capitalizes on the ticket-selling value of dressing up the front of his theatre with Accessories that tell and sell his pictures... now playing and coming.

He cashes in with success by exciting patrons' eyes and appetites with powerful and colorful Standees... Displayaways... Posters and Stills!

Feature and Special Trailers do the rest of the job of keeping up patron interest and desire for more entertainment. Contact your N.S.S. salesman today and he'll show you successful plans to keep you out-in-front!
**Schlesinger**

(Continued from page 1)

20th-Fox president Skouras for Johannesburg for on the spot negotiations, declared any comment as to whether the deal was set or not. Comment at this point, he maintained, would be "accurate and in keeping with the facts that any change in plans, originally, their departure was scheduled for the past weekend.

According to Motion Picture Daily dispatches from London, approximately $7,000,000 is involved in the deal for the "theatre and cinema side, exclusive of production facilities," as Schlesinger put it here. London reports stated 20th-Fox to acquire at least 90 per cent of the ordinary shares of John Schlesinger Ltd. The deal is made to fit the interests of assuring itself of outlets for its Cinexcope product in the 175 South African theatres involved.

**Editor Defends**

(Continued from page 1)

Friday hearing of the Senate Education Committee. He said later testimony, "You cannot say that one field of expression should be censored and another should not.

Nadel took issue with a statement by Rep. James P. Kilbane (D., Cleveland), only other witness. Kilbane said "meaningful movies have been shown in Ohio since U.S. Supreme Court decisions.

Nadel said most Ohio exhibitors are really 'hobbyists' who have not shown objectionable films.

Sen. Joseph Bartunek (D., Cleveland) chairman of the nine-man education committee present to hear Nadel and Kilbane. Others were attending other committee hearings.

**Kirsch Plea**

(Continued from page 1)

designate allocations, handle adjustments and disputes because he is more familiar with his accounts than the home office. The Allied unit president was critical of present policies where by the home office fixes terms without due notice of conditions surrounding a particular exchange area.

Continuing that company has a moral and legal obligation to managers but is not backing up the investment, Kirsch said that local autonomy is "imperative," but he feels that with greater trust and responsibility and that "if he has not the right to manage, then he is not worthy of the position he holds.

Kirsch said that this would not be a panacea for solving all problems, "but if given a reasonable opportunity to succeed, it would bring about a new and constructive era in the field of exhibitor-distributor relations.

**Shurlock and White Heard**

(Continued from page 1)

sequence in "Not As A Stranger" was an improper screen material, Shurlock pointed out, saying he has just been informed by a letter from the Hays Code that this film had not been distributed in its original form 16 months ago, and when it was subsequently distributed, the office had required that the scenes be shortened by from 40 to 60 per cent.

To a charge that a convicted murderer's name was permitted to remain on the title section of "Cell 2244, Death Row," in violation of the Code, Shurlock pointed out that the Authors League of America requires that all authors, without exception, be given credit on the screen.

Historically, Shurlock told the committee, the Code Administration had dealt head-on with public complaints regarding picture material, citing the gangster cycle of 1937, the horror themes of 1946 and the drinking pictures five years ago. He recounted how the producers have cooperated with Code Administration suggestions by minimizing, or dropping completely, the material complaint of.

When Kefauver tried to lead Shurlock into comments regarding advertising material prepared for films, Shurlock said which he called an example of advertising. It has always been a mystery to me, I'm sure Gordon White has explained that subject thoroughly for you."

**Specimens Shown White**

For upwards of an hour, White had undergone pointed inquiry by Kefauver and committee counsel James B. Bohn concerning the set-up and operation of the advertising department, objectives, line of authority, and concerning specific advertisements which the committee had received, virtually surrounding the witness stand.

Following the morning session, Kefauver posed repeatedly with these easel-mounted advertisements for press photographers. Early in his testimony White pointed out that "advertisements" mounted on easels were not advertise-ments at all, but were copies of press books furnished exhibitors, and not published generally, although some bore pictorial material material that had been published advertising. White requested that the committee give him these advertisements, when he is finished, so he may show them to advertising directors here and in New York, and Kefauver promised to furnish them.

**Asks Freeman Transcript Disks**

White also requested a transcript of the testimony of Y. Frank Freeman, Paramount vice-president in charge of the studio division's previous day concerning "Hell's Island" advertising material, about which Freeman had said nothing in printed testimony. The "Hell's Island" advertising be-cause the focal point of much of Kefauver's questioning, with the senator extracting from White an explanation that he had objected to the material in the beginning but was persuaded by Paul Balbo of Paramount's executives and after viewing the negative, to reconsider his decision and approve it. White had said previously that some 130,000 pieces of this advertising material would be printed annually, with less than two per cent proving open to objection under Code rule, and said this was one reason why.

Kefauver also demanded full particulars on the origin and execution of the strict advertising instruction for "East of Eden," and produced a clip from the film to show the scene had been "touched up." He said that was his opinion, the illustration was drawn from it, several other pictures were brought up by Kefauver and counsel for similar deletion of advertising background facts in all cases: "Rogue Coy," "Blackboard Jungle," "Vice Squad" were among those named.

**Complaints Numerous**

Kefauver told White his committee has received "hundreds and hundreds" of letters from citizens complaining about advertising, "hundreds more than about the pictures themselves.

Code Advertising Industry Commission executive secretary John Green span described the MPIC as the "Senate of Cinema" pointing out that and regulations, threats to good faith, the management organizations in industry, maintain the MPIC as a meeting-ground of the industry's broader problems, particularly in public relations, and discuss problems that are of general interest.

**Rogers Albright**

Rogers Albright, director of the MPIC, was present for the Motion Picture Association of America, was the final witness for the MPIC.

Kefauver Urges Respect for Opinions of Clean-Film Groups

In fact, White whipped up the hearings to hear the Motion Picture Association of America, was the final witness for the MPIC.

**Prints to Other Media**

Kefauver cited other media such as comic books and television as the 350- milion-dollar-a-year pornography business, including post cards, records and radio programs, "a very prolific form of juvenile delinquency which cannot be ignored.

He suggested that the film industry create programs of "personalized stories," taking cameras into juvenile courts to show the value of justification, and return the responsibility in penal institutions and the problems of school age youngsters finding difficulty in obtaining summer vacation employment.

**Toll TV**

(Continued from page 1)

ment of TV today is not lack of money but lack of talent. He said that if good programs were provided, they would attract large audiences and advertising sponsors.

**Wars of Costs**

"Let no one be deceived that toll television will be inexpensive," he said. "A week's programming of subscription telecasts will in time cost the average family between $3 and $5. And many shows may only charge a fee of 25 cents, before long some telecasts, like ballast, will be charging 50 cents per TV operator the biggest return, Celler declared.

The price charged the public would not be set by the cost of programming the show but rather at the price likely to be charged the operator the biggest return, Celler declared.

**Ill. Allied to Elect Officers on June 29**

CHICAGO, June 19.—Allied Thea- tres of Illinois will hold its 25th annual meeting and election of officers and directors on June 29 at a luncheon session in the Blackstone Hotel here. This was decided at a meeting of the unit's board.

The directors commended the exhibitors in the Chicago area for their letter-writing campaign against toll television, said about the Federal Communications Commission, which will also endorse the COMPO Awards Award and called on exhibitors in the state to make the full cooperation to the project.

**Publicist Named for 'Foreign Intrigue'**

Maria Van Slyke, publicist, has been named unit publicity manager for the production in Europe of "Foreign Intrigue," starring Robert Mitchum in the feature-length version of the television hit. It was disclosed on Friday by Francis M. Winkins, national director of advertising-pub- licity for United Artists, distributor. Filming will be done entirely in Europe.

Winkins also announced that the public relations firm of Rogers & Cowan has been engaged as advertising-publicity representative for the picture.

**Senate Approves Mack**

WASHINGTON, June 19.—The Senate has unanimously confirmed Robert J. Mac, Florida, for his seventh term as a member of the Federal Communications Commission. Mack, who has facilities commission, was named by President Eisenhower to start serving July 1, replacing Commissioner Frieda Hon-
Scores Silence on Toll TV

(Continued from page 1)

Tent Talk

Variety Club News

BOSTON.—Six international officers of the Variety Clubs will attend the "Great Heart Award" banquet at the Hotel Statler here tonight. They are: R. J. D'Oonnell, George Houwen, P. E. McEwan, George Eby and Jack Beresin. The award will be presented to Rudolph W. King, Massachusetts Registrar of Motor Vehicles and treasurer of the Children's Cancer Research Foundation. Joe Cronin, general manager of the Red Sox, and his team will be present at the banquet.

ATLANTA.—Special newspaper sales for Atlanta's 1955 "Old Newsboys' Day" brought in approximately $10,000 for the benefit of the Variety Club. When it was announced to members of the Variety Club at their meeting here Monday, H. T. Spears, the club's chief Barker, said: "No effort will be spared by the Red Sox, and his team will be present at the banquet.

PHILADELPHIA.—The annual "Johnny Night," of this city's Variety Club, which this year was held at the Connie Mack Stadium, drew 15,000 spectators. For the seventh straight year some of the outstanding names in the entertainment world donated their services. A double bill of two teams of all-star movies vs. bruitestas was followed by the regular National League game between the Phillies and the Chicago Cubs.

ALBANY, N. Y.—Officers of the Albany Variety Club have considered, and are expect to submit, a favor- able report to the National Variety Club on the management of the Scheraton- Ten Eyck Hotel to move the V.C. quarters to the air-conditioned mezzanine of the hotel, which is now occupied by another organization.

GUILD NAMES GROSS Asst. Sales Head

The appointment of Art Gross to the newly created post of assistant sales manager of Guild Films, a TV syndication firm, has been announced by Reub Kaufman, president. Gross, who handled the PR department of the Skorakas Theatres before joining Guild two-and-a-half years ago, had been head of Guild's client service department. He was succeeded by Curtis Kaufman, who had been assistant di- rector of the department.

ABC-TV Time Sales Exceed $58,500,000

Gross time sales for the television network of the American Broadcasting Com- pany, for the 1955-56 season have passed the $58,500,000 mark, setting a new sales record. It was disclosed Friday by Slocum Chapman, vice-president in charge of sales for ABC-TV. The $58,500,000 represents 49 dif- ferent sponsorships—31 for new busi- ness and 18 in renewal orders, Chapman reported.

also questioned whether there is a "conspiracy" among producers against special film product for toll TV.

The committee threatened long and bitter court challenges of any system licensing first-run films to TV, a practical step for a boycott of Paramount.

Tens of Starr, Nashville, Tenn., former president of the Theatre Owners of America, and Trueman T. R. Remus, Franklin, Ind., former Allied States president, arrived at the committee which claims to reflect approximately 75 per cent of the nation's theatres.

The committee's stand was contained in a joint statement issued by Remus and Starr, following a two- day policy session here last Thursday and Friday. The session, held in the offices of the law firm of Cohn and Marks, was called to go over state- ment produced today for the FCC in the last month in relation to toll TV proponents.

Say Comment Was Requested

The Remus and Starr statement pointed out that the FCC had asked them for all interested parties on the toll TV question, and that one of the specific points on which the FCC had requested information was the cooperative policy of the motion picture industry in subscription television. The statement also pointed out that the FCC would be hearing from all the parties as to the effects of subscription television, the statement continued, that we learn that one very important aspect of our theatrical industry, namely the producers of motion pictures and their association, the Motion Picture Association of America, has chosen to remain silent and to file no com- ments whatever in connection with this most important matter. This sit- uation is the product of the fact that we are a nation of movie fans, and the motion picture industry, as we see it, is an extension of this fact. That there are in the market which promises richer returns. We cannot bring ourselves to believe that the motion picture producers who have no control whatever on these patents, having been wowed by these fallacious promises, will be seduced back to the theatre.

"If Paramount is going to sell the output of its studio through its Tele- meter exhibition outlet in preference to its long-time theatre customers, exhibition should now prepare to strengthen and increase in every possible way all these means of supply which can be counted on to deliver their films to the present market.

Paramount and MPAA officials could not be reached for comment on the statement of the Committee on the Toll TV proposal. Paramount's International Telemeter filed comments with the Federal Com- mission in the matter, asserting one point that it envisioned theatrical being aided by the advertising and publicity values of films shown on subscription TV.

30 First Run Sets

PITTSBURGH, June 19.—Columbia Pictures is sending a dual bill of "It Came from Beneath the Sea" and "Creature with the Atom Brain" first runs to 30 local and neighborhood houses on Wednesday.

Netter

(Continued from page 1)

Marked the activities of Altec in the installation of CinemaScope and stereophonic sound in several thousand theatres.

The Todd-AO Corp. licenses and distributes equipment for the installation of stereophonic sound equipment which will be featured in the presentation of "Oklahoma." In joining Todd-AO, Netter expressed his conviction that the future of the industry lies largely in the advent of presentations on carved stages of giant scope and that the Todd-AO version of "Oklahoma" will revive the thinking of those who have felt that the scope and stereophonic format has been reached in technical developments.

Truck Tieup

(Continued from page 1)

dimmer view when he said that the tie-up could last longer than predicted because "the two parties are far apart in their points of view."

Meanwhile, Film Row was jammmed with private cars of exhibitors, man- agers and owners driving to the variety of film exhibitors, many of them picking up film prints. As of Friday no thea- tre in the strike area was reported without a show.

Goodman Named

(Continued from page 1)

all policy matters for the new com- pany.

An industry veteran, Goodman's experience has been in all phases of the motion picture business. He served Paramount for the last 25 years. He will assume his new duties today.

Five Foyos to Attend 'Foyos' Coast Opening

HOLLYWOOD, June 19.—Five of the original seven little Foyos will at- tend the West Coast premiere of Par- paramount's "The Seven Little Foyos" at the Paramount Theatre in Beverly Hills Thursday. The stops, children of late Edward Foy, Jr., Bryan, Charlie, Irene, Madeleine and Mary, plus Eddie Foy III, son of Eddie Foy, Jr., will be the guests of honor at the opening of the United Cerebral Palsy and the John Tracy Clinic for deaf children.

Meanwhile, Bob Hope has com- pleted his Texas tour in connection with state-wide premiers of the picture. "Gals"—the screen openings were held in San Antonio, Austin, Houston, Dallas and Fort Worth. Hope returned here over the weekend.

Civic Leaders and Socialites To Attend 'Foyos' Bow in N.Y.

More than 60 civic leaders and so- cially prominent persons have accepted invitations to serve on the committee for the premiere of "The Seven Little Foyos" at the Criterion Theatre here June 29.artenf for the United Cerebral Palsy. Gen. James H. Doolittle is chairman of the pre- miere group.

Files 5 Trust Suit

SAN FRANCISCO, June 19.—Rene La Marre, theatre owner of San Leandro, has filed a triple damage suit against 13 film distributors in an antitrust conspiracy case.
It's true what they're saying about 20th's

**HOUSE OF BAMBOO**

*(THE PLACE THEY TALK ABOUT IN WHISPERS!*)

Tokyo couldn't hide it! Washington couldn't hold it back! CinemaScope had to film it on the spot!

For the first time, "House of Bamboo" reveals the sensational story of how the U.S. MPCI teamed with Japanese Security Police...and baited their plan with a forbidden Kimono Girl...to crack the terror of renegade ex-GIs who formed the Tokyo underworld, the hottest since "Chicago" days.

For the first time, CinemaScope plunges you into the teeming heart of exotic Tokyo with its bizarre Oriental streets, crowded waterways and magnificent ancient shrines...sights even more enchanting than the streets of Rome in "Three Coins in the Fountain"...even more startlingly picturesque than the panoramas of Hong Kong in "Soldier of Fortune."

It's available in July, from 20th!

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In Japan a woman is taught from childhood to please a man!
Arthur Levey Says:
Rep. Celler Bill Could Resolve Toll-TV Issue

Skatron Will Oppose It When Brought to Vote

The entire subscription television issue could quickly be isolated, one way or another, by a bill introduced yesterday in the House by Rep. Emanuel Celler (D., N.Y.), which seeks to prohibit governmental approval of toll-TV, Arthur Levey, president of Skatron Electronic and Television Corp., declared here yesterday.

"Celler's measure is helpful to the toll-TV interests by bringing the issue to a head," Levey said. "If the bill is ever brought up for a vote, we will lobby against it," he stated.

Levey declared that Rep. Celler is (Continued on page 4)

Johnston Praises Industry's Role at Kefauver Hearings

The motion picture industry presented its case "admirably" before Sen. Estes Kefauver's subcommittee, Eric Johnston, president of the Motion Picture Association of America, said here yesterday. Johnston, asked to comment on the just-completed hearings in Hollywood by Senator Kefauver, said the industry was "well-represented." The subcommittee, probing problems relating to juvenile delinquency, is now slated to focus attention on the television and radio field and other industries.

Questioned as to the French situa-
(Continued on page 6)

Start Nine Pictures Production Takes Another Spurt; 39 Films in Work

HOLLYWOOD, June 20.—With shooting started on nine pictures last week, production took another big spurt, sending the total number of pictures in work to a total of 39. Two weeks ago, there were 37 pictures before the cameras in Hollywood studios, a high figure in recent years. Five productions were completed in the last seven days.

1,043 Houses Pledge Hospital Collections

A total of 1,043 theatres, both circuit and independent, have signed pledges to take up special one-day audience collections during the week of Aug. 15, for the Will Rogers Memorial Hospital and Research Laboratories. According to Sam Rosen, acting for national chairman S. H. Fabian, who is ill, many theatres will extend collections to two and three days and, in some instances, a full week.

20th-Fox to Build Theatre in England

LONDON, June 20.—In order to provide an outlet for its CinemaScope product in the naval port of Plymouth (population 189,800), 20th Century-Fox will construct its own theatre in the center of the city, where it has been allocated a site by the Plymouth City Reconstruction Committee. The majority of Plymouth's theatres (Continued on page 6)

Salesmen Win New 2-Year Contract

Major distributors and the Coleseum of Motion Picture Salesmen have reached an agreement on a new employment contract, following prolonged negotiations between committee representatives on both sides. J. R. Mandelbaum, commissioner of the (Continued on page 6)

Land of the Pharaohs

[Warner Bros.]
(CinemaScope)

"BG" is the keyword for this vast attraction in CinemaScope and WarnerColor, produced and directed by Howard Hawks at the place named in the title.

It is a big production in every sense of the word, but most striking of all is the tremendous number of players seen in its steady succession of brilliantly impressive sequences. Hundreds, sometimes thousands, are seen in processions—of soldiers, of slaves, of citizens—and at Hercelean labor on expansive plains, in quarries, endlessly, tragically engaged in building a pyramid for the glorification, and entombing, of (Continued on page 2)

“A must-see! Brilliant and penetrating!”
—MOTION PICTURE MAGAZINE
**Personal Mention**

DARRYL F. ZANUCK, 20th Century-Fox vice-president, has returned from New York, and is scheduled to return to Hollywood from there by plane on Thursday.

EARL I. SUGARBE, 20th Century-Fox vice-president and head of the research department, left New York last night for Rochester.

HARRY KALMINE, vice-president of Stanley Warner Corp., will return to New York today aboard the “United States.”

CHARLES BRASSELBE, vice-president in charge of sales for Distributors Corp. of America, is in Chicago from New York.

Maurice Newton, member of the Paramount directors, will arrive in New York today aboard the “United States.”

R. John Hough, founder and president of Empire Studios, Orlando, Fla., will arrive in New York today from there.

Pincus Soror, of M-G-M's legal department, returned to New York over the weekend from the Coast, and will leave here Thursday for Denver.

Howard Dietz, M-G-M vice-president, is scheduled to return to New York today from the Coast.

J. F. Greninger, president of RKO Radio, has returned to Hollywood from New York.

Alfred Crown, Allied Artists vice-president, has returned to New York from the Coast.

**Lockwood a Speaker At Heart Award Fete**

BOSTON, June 20.—Arthur Lockwood, New England exhibitor and member of the executive committee of Theatre Owners of America, was the principal speaker at the annual Great Heart Award dinner, sponsored by the New Local Variety Club, at the Statler Hotel here tonight. Lockwood took the place of R. J. O'Donnell of Dallas, who was unable to be present.

Several hundred prominent guests from industry, public life and show business, including Joe Cronin, and members of his Boston Red Sox team, saw the award presented to Rudolph F. King, Massachusetts registrar of motor vehicles and treasurer of the Children's Cancer Research Foundation, for his work in behalf of the latter organization.

Carlyle Blackwell

SYRACUSE, N. Y., June 20. — Carlyle Blackwell, who starred in more than 300 silent films, will be buried here tomorrow. He died in a Miami, Fla., hospital last Friday.

**Personal Mention**

Principals Off for Schlesinger Talks

Spyros P. Skouras, president of 20th Century-Fox; Otto Koegele, general manager for account, and John Schlesinger of Schlesinger Theatres of South Africa, will leave here tomorrow for South Africa, to possibly consummate the negotiations whereby 20th-Century-Fox would acquire an interest in the theatre circuit.

It is reported that the production-distribution company would acquire at least 90 per cent of the ordinary shares of Schlesinger’s American theatres for approximately $7,000,000.

**Name Colbert ‘U’ Portland Manager**

The promotion of Richard Colbert to the post of Universal Pictures’ Portland manager is announced, to replace Ernest J. Piro, who has resigned, was announced here yesterday. Colbert had been sales manager in San Francisco since 1941, and prior to that between 1947 and 1951, salesman in San Francisco. He joined Universal in 1942 in San Francisco and subsequently served as a broker in Salt Lake City.

**SW's Joseph Liss Critically Ill**

BOSTON, June 20.—Joseph P. Liss, 43, district manager for Stanley Warner’s Massachusetts theatres, was critically ill in Boston today when his car collided with another at an intersection on the Worcester Turnpike. He was rushed to the Worcester City Hospital where his name was placed on the danger list, and where he underwent a complicated operation for multiple head injuries.

He and three children left their Lawrence home for Worcester immediately on receiving word of the accident.

**Rites Thursday for MGM's Bryan Lee**

Funeral services for Bryan Lee, 74, of M-G-M's home office employment department, will be held on Thursday at 10 A.M. at the Church of the Resurrection, Rye, N. Y., Lee, who died Sunday morning while attending Mass at Rye, joined M-G-M in October, 1933. Previous to that, he had been a singer and composer and had appeared in two second-performance productions. In addition to his widow, he is survived by a brother, a sister, a daughter and two grandchildren.

**W. B. Dividend**

The board of directors of Warner Brothers, at a special meeting held Saturday evening, declared a quarterly dividend of 30 cents per share on the common stock, payable on Aug. 5 to stockholders of record on July 15.

**Senate Group Votes 4-Year Limitation On Anti-Suit Trusts**

**From THE DAILY BOSTON**

WASHINGTON, June 20. — The Senate judiciary committee late tonight unanimously approved a bill to put a four-year limit on suits for damages caused by the use of limitations for private treble-damage anti-trust suits.

The measure has already passed the House. The Senate judiciary sub-committee last week approved a six-year Federal time limit, but the full committee today decided to drop the shorter time limit proposed in the House bill.

At present, the time limit for bringing an anti-trust suit is governed by state law, with the limit ranging from one to 20 years. Exhibitor spokesmen had proposed a time limit of anywhere from four to six years, while distributing officials originally had urged a two or three-year limit.

The judiciary committee also approved another House-passed bill to raise from $5,000 to $30,000 the maximum fine for Sherman Act violations.

**To Ask New Kansas Anti-Censor Bill**

A new bill to abolish censorship in Kansas will be sought by the industry, a spokesman for the Motion Picture Association of America declared here yesterday.

The spokesman expressed the association's disappointment that the Kansas Supreme Court on Friday ruled unconstitutional a 1955 law which provided for censorship in the state beginning June 30.

The state supreme court held that the bill containing the anti-censorship provisions violated the right of the Kansas constitution which arms multiple subjects under one bill title.

The original senator who introduced an absolute motor carrier registration law was amended in the House to provide for an act of censorship under the state Board of Review. Mrs. Frances Vayghan, chairman of the senate committee, opposed satisfaction at the ruling, which gives the board a new lease on life.

**John Golden Services**

Private services were held on Sunday for John golden, prominent theatrical producer and one-time member of the Paramount board, who died in his sleep at his Bayside, L. I., home last Friday at the age of 80. Nicholas M. Schelken, president of M-G-M, and J. A. Scholten were among a few close friends of the deceased who attended the services at the late producer's home.

**Robert Burton Dead**

Robert Burton, actor, producer and director, died Friday in St. Louis Hospital here following a long illness. He was 46. Burton was the husband of Patrice Carter, a celebrity actress, and appeared in many of the Broadway productions of John Golden, who died recently.

**N. E. Film Carriers Back on the Job**

BOSTON, June 20.—Although no agreement has been reached in the dispute between truck drivers and operators in the Local No. 23 Teamsters Union strike, the drivers for film deliveries returned to their jobs yesterday at the weekend on an hour-to-hour basis. Theaters in Massachusetts, Rhode Island and Connecticut lost only two days of film servicing during which time the situation was reported without a show.

**Myers to Testify on Trust Damages Bill**

**From THE DAILY BOSTON**

WASHINGTON, June 20.—Allied States general counsel Abram F. Myers has expected to testify before a House judiciary subcommittee next week in opposition to program to give Federal courts discretion to award less than treble damages in private antitrust suits. The subcommittee has hearings scheduled next Wednesday and Thursday.

The idea of discriminatory damages has been backed by film distributors. A spokesman for the Motion Picture Association said, however, that there had not yet been a decision whether an MPAA witness would testify next week. He pointed out that Adolph Green had made a strong plea for MPAA for this legislation in testimony before the judiciary subcommittee earlier in the week that general antitrust questions. The question before MPAA, this spokesman said, is whether Green's statement stand or supplement it now that the subcommittee is having hearings specifically on this one proposal.

**NEW YORK THEATRES**

**RADIO CITY MUSIC HALL**

**Rocketship Center**

**DORIS DAY • JAMES CAGNEY**

**COLOR pictures and spectacular Stage presentation**

**Just Completed at MOVIELAB**

**EDITING rooms**

**STORAGE rooms**

**OFFICES**

**SHIPPING rooms**

**PROJECTION ROOM FACILITIES**

**MOVIELAB THEATRE SERVICE, INC., 410 South LaSalle Street, Chicago, Ill. Tels. 6-0367**

**Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter Sept. 24, 1915, 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 132 foreign; single copies, 10c.**
MEN GAVE HER EVERYTHING... BUT A GOOD NAME!

ANNE BAXTER
ROCK HUDSON
JULIE ADAMS

One Desire

with CARL BENTON REID
NATALIE WOOD

Don't Delay! Mail Your Nominations For Audience Awards.
**Celler Bill**

(Continued from page 1)

"misinterpreting the facts about subscription television as they are inspired by certain interests" in opposition to the medium. It is salutary to state what the "certain interests" were but mentioned Celler's association with the law firm of Weissman, Celler, Allen, Spett and Steinberg which represents the Independent Theatre Owners Association.

The Celler Bill proposes to amend the Communications Act of 1934 to provide that the Federal Communications Commission "shall not authorize or permit any television station to impose a toll, fee, subscription or other charge, directly or indirectly, on the general public for the privilege of viewing TV programs received on home television receivers."

Officials at the television networks here yesterday refused to comment on Celler's measure.

**Gen'l Telecard Deal For RKo Films Off**

HOLLYWOOD, June 20.—General Telecard's negotiations for purchase of RKo Radio's film library have fallen through and no discussions are being held currently, according to usually well-informed sources. The negotiations, in progress for many weeks, sought the extensive RKo Radio film library for the use of Mutual Broadcasting System, controlled by General Telecard.

A home office spokesman for RKo Radio yesterday said that while official advices are lacking, it is understood within the company that the General Telecard film library is no longer in the picture.

**Television--Radio**

with Pinky Herman

MILLIONS of Americans will have an opportunity of TV-viewing the identical version of Thorton Wilder's Pulitzer prize-winning "The Skin of Our Teeth," which will be presented June 28 at the Theatre Sarah Bernhardt in Paris, on NBC's two-hour colorcast Sunday, Sept. 11. According to John Haynes and Mary Martin, the "color spread spectacular" will also feature Florence Reed, who created the role of the Fortune Teller in the original stage version and producer George Abbott's first return to the acting side of the footlights in 25 years. NBC's "Cowboy TV'er" is seen every Monday, when over a 58-station hook-up, has added a new discovery to his list which includes Eddy Arnold, Cowboy Copas, Ernest Tubb and Minnie Pearl—Charlene Mills, whom he has signed to work regularly on the "Pee Wee King" Show. . . . CBS TV-tossing a special party to work Stan Loring on Broadway, previewing his "Music '55" summer series . . . CBS TV films have added the "Red Ryder Show" to its cowboy roster which includes "Gene Autry Show," "Annie Oakley Show," "The Range Rider" and "Buffalo Bill, Jr.," all Flying A Productions.

Wouldn't surprise us a bit if Herb Sheldon were to change his theme song to "Night and Day." Herb's morning WRCAPers has long been a TV favorite with New Yorkers and his "Shelton at Six" series has just made the transition into "10" circle among teenage. (Well done, Shelton.) The newly-organized K & W Film Service, headed by Ralph Koch and Norman Witlen, has just installed its second Animation Department, with both 16mm. and 35mm. film at their spacious studios, located at 1657 Broadway in Manhattan . . . Revlon and General Foods will co-sponsor (autorenewal weeks) the "Johnny Carson Show," in situation comedy TV series which will originate at KNXT (Hollywood) CB Starting Thursday, June 30, at 10:00 P.M., EDST. Songstress Barbara Stanwyck will co-star with different guest stars featured on successive weeks. Executive producer is Nat Perrin, with Bill Brennan and Joe Bigelow, co-producers, and director will be Seymour Berns.

Ace announcer Nelson Case, whose commershills have been waxed for the past two years (over 1,500 radio programs) had to forego his daily round of golf, or fishing, pinhole-playing or whatever else he might be doing to rush to the studio and do TV duty. Without hesitation such as he might have made on taping off his recording for that day's serial was missing . . . . Filman's storyboards, which give the low-down on audio-visual-motion, background and timing of TV spots, again made a combined feature of agencies, producers and TV stations. This is one FREE item that has WORTH . . . . After conferring with NBC execs on the syndication rights to his forthcoming teleseers "Johnny & the Gang," producer Abby Greslter, plased to the Coast over the weekend, stopping en route in Chicago. Starring Senor Wences, one of the greatest ventriloquists in the biz, the program written by Parke Levy, directed by William Cameron Menzies, with music by Vincent Gomez, is a click to click.

According to T. Gentry Veal, associate at the Kodak Research Laboratories, "Color television" is not motion picture film and is expected to increase materially as continued development in TV apparatus takes place. The introduction of a new television tube, the Videon, which provides increased sensitivity of pick-up, plus better storage and amplification of the signals to be televised, has made the Leicascope (first pick-up to utilize the storage principle) almost obsolete for film reproduction . . . Irving Smith Kogan, formerly with Maurbert St. Georges, Inc., has been named director of publicity of the McCarty Company's new department, created to serve industrial and consumer accounts handled by the New York office and to help integrate marketing of clients' packages.

**Toll TV Grist for Newspaper Writers**

Pay-As-You-See TV continues, long after the filing of comments by interested parties with the Federal Communications Commission, to be the center of press attention. On a story in a local paper, "The New York Times," diced a full page to an article on the subject by its television editor, Jack Laczynski, the National Newspaper "Daily News" on Sunday gave it a two-page spread by Ben Grosfeld, Ab Cuddyer, and Bosley Crowther, N. Y. Times' film editor, discussed its significance to producers and exhibitors in his Sunday column.

**MPA-Para.**

(Continued from page 1)

phasis in the trade papers, that television in the home and the theatre were so close to agree with the position of Teleterm, the Paramount subscription TV subsidiary. Teleterm's attitude, manifested, in its reply to the queries posed by the Federal Communications Commission, had agreed completely with the Committee to a Pay-As-You-See TV proposal that "in spite of either sponsored or pay-television, the motion picture theaters would be with us for a long time to come that part of the public which liked to go out could only continue to exist because of the new motion picture processes, especially Vistascope, which frozen television standards will never be able to supply."

Deprecates Value of Statement

He also said that the remainder of the reported statement appeared to have little relation to the questions asked by the FCC; namely, whether pay-television would be in the public interest.

A spokesman for the MPAA pointed out that the association rarely takes a position on issues concerning pay-television without the unanimity of the 10 member companies. The reason for MPAA's silence on the issue, the spokesman continued, is predicated on the various positions held by the companies on the questions among motion pictures companies. It is not a question of one company "dominating" the association as charged by the committee, he declared.

**'Iitch' Grosses High In 8 U. S. Situations**

Twentieth Century-Fox's release of "The Seven Year Itch" is registering top grosses in each of its first eight domestic engagements, it was reported here yesterday by the film company. The CinemaScope film grossed $9,200 in two days at the New Theatre in Baltimore; $6,832 for two days at the Allen Theatre, Cleveland; with take of $7,854 at the Century, Buffalo; $3,921 at the Palace, Rochester; and $8,100 at the United Artists, Detroit.

In its first week at the Warner Theatre, Atlantic City, "The Seven Year Itch" grossed $276, against $7,399 for "How to Marry a Millionaire," 20th-Fox released. The film is in its third week at the Loew's State here.
The Land of the Pharaohs' (Continued from page 1)

(Continued from page 1)

the reigning Pharaoh, portrayed with a full sense of characterization by Jack Hawkins.

It is big in historical importance, in that it shows with seeming authenticity how the rulers of Egypt achieved with hand labor the feats of construction that still baffle the archeologists, and big in educational value.

Big exploitation is indicated, and big receipts promised.

If the picture comes up thin on any count, it is in point of player names of signal magnitude in the United States. The principal roles are divided among Suzanne Cloutier, Alexis Minots, James R. Justice, Luisa Boni, Sydney Chaplin, James Hayter, Piero Gigioni and Kerima, a fairly chosen cast whose careers are certain to be advanced by their performances here. But the attraction is of a size and character to make it largely independent, commercially, of player name values. It is designed for objective impact, rather than personality appeal, and is in form and its import bigger than any star name that might have been superimposed upon it.

The script by William Faulkner, Harry Kurnitz and Harold Jack Bloom ties together in an original narrative some of the more widely known characters who surrounded the building of the pyramids and some others not so generally publicized. The picture opens with Hawkins, the reigning Pharaoh, returning in glory from armed conquest of other lands, and moves on to the dawning of his ambition to erect a pyramid that will be impregnable against tomb-robbers, or such as have pillaged others in the past. As the work progresses, under direction of a captive whose design he has approved, his subjects and slaves make a slow transition from eager service to sullen obedience, and he levies tribute from subject nations to relieve approaching famine in his own.

The queen of one such nation brings only herself, instead of tribute to the Pharaoh, court, and is compelled, there mimes his second wife, into a position of power from which she is able to instigate a series of plots which give the narrative intricate complication and wind up with the death of herself, her chief conspirator, and several innocent slaves, in the collapse of the burial crypt of the Pharaoh inside the pyramid.

The customs of the place and period are depicted fully and in detail, and the film manifest compliance with extensive research.

The photography of Lee Gunness and Russell Harlan, together with the inspired music score by the illustrious Dimitri Tiomkin, contribute powerful force to the monumental stature of the production.

Running time, 112 minutes. General audience classification. Release, July 2

WILLIAM R. WEAVER

Italian Films

(Continued from page 1)

films that are internationally successful.

Dr. Lombardi said Titianas expects a year's gross business equivalent to $4,000,000, of which one-quarter will come from America. To this end, American stars, which have been used and co-production deals with American companies are encouraged.

On the company's new production schedule are such films as: "Break Love and Plenty," starring Sophia Loren and Vittorio De Sica; "The Swindler," starring Broderick Crawford and Richard Basehart, both of which are in production; "The Beauty of the Mill," a second Miss Loren De Sica starrer; "The Roof," also starring De Sica; "Goya," in CinemaScope and Eastmancolor, to be produced in Spain, using English dialogue, the script having been written by Talbot Jennings; "The Story of the Black Cag," in CinemaScope and Eastmancolor, to be directed by Vincent Sherman, from a screenplay by Allan Scott and Robert F. Siodmak stars; "Ferdinand of Naples" and "The Big Sisy.

Eddie Monaco, president of ANICA, the Italian producers-distributors association, appealed for co-production activities and the effective utilization of the European market, and opened the opening session of the international convention.

He cited a quoted 1955 world gross for the Italian industry equivalent to $200,000,000, and reported that 60 films have been made here this year to date.

American industry spokesmen who attack restrictions imposed on American films in European markets with the exception of Italy from their criticisms, were scored by Nicola De Virro, another convention speaker. He asserted that there are no barriers against American films here.

Henri Delac, head of the International Producers-Partnership, emphasized Lombardo for calling the international meeting. The youthful Lombardo is sole owner of Titiana, founded 22 years ago by his father.

In Runaway Car

ATLANTA, June 20.—A driverless, runaway car with 73-year-old Miss Mamie Baker, a market employee, employed to permit delegates from different countries to meet, was being used and co-production deals with American companies are encouraged.

On the company's new production schedule are such films as: "Break Love and Plenty," starring Sophia Loren and Vittorio De Sica; "The Swindler," starring Broderick Crawford and Richard Basehart, both of which are in production; "The Beauty of the Mill," a second Miss Loren De Sica starrer; "The Roof," also starring De Sica; "Goya," in CinemaScope and Eastmancolor, to be produced in Spain, using English dialogue, the script having been written by Talbot Jennings; "The Story of the Black Cag," in CinemaScope and Eastmancolor, to be directed by Vincent Sherman, from a screenplay by Allan Scott and Robert F. Siodmak stars; "Ferdinand of Naples" and "The Big Sisy.

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Catholic Boycott of
8 Columbus Houses

FOLLOWING through meetings will be held this week at all 20 Century-Fox domestic and Canadian exchanges at which regional and local appoplation meetings will be held and preliminary anizational policy evolved at the company s day national sales convention will be held.

To be directed by division and branch managers who attended the division meeting on Friday and the top division meeting on Saturday called by W. C. Gehring, executive assistant general sales manager, the discussions will cover the handling of 18 major attractions slated for release between July and the first part of 1956.

Emphasis will be placed on flexibility of marketing and advertising, publicizing and exploiting each film meeting the requirements of all theatres, ranging from large downtown houses to small town and small theatre situations and drive-ins.

Emphasis will be placed on the policy that 20th Century-Fox "likes to do business the way the exhibitor likes to do business," and that "whatever is good for one end of the industry is good for all components."

Wedding Breakfast! Set

"Wedding Breakfast," Theodore Reeves' four-character play that was seen on Broadway this season, will be brought to the screen for United Artists release by a new independent production company headed by Shelley Winters, who will also star in the film.

Bridgeport House Shut

BRIDGEPORT, Conn., June 20—Loew's Poli-New England Theatres has closed the Bridgeport house. The company, according to a company official, will not attempt to reopen it.
**Review**

**"The Scarlet Coat"**

(M-G-M) (Cinemascope)

Hollywood, June 20

The Revolutionary War period of American history, infrequently dealt with on screen, is the friendly setting for the ardently told story of George Washington and Benedict Arnold. The screenplay, by Leo T. Pratt, is handsomely lighted and a as much absorbing as it is historically authentic. The acting is uniformly good, with Robert Douglas and Leslie Howard at their best. The film is recommended for a wide audience.

**News Roundup**

**Anderson Resigns V.C. Post**

Art Anderson, North prairie district manager for Warner Brothers and former chief booker of Variety Club of the Northwest, has found it necessary to resign his post as chairman of the club's hospital committee. He has been prominent in the club's charitable activities for the past 10 years.

**Frank Harr Wed in Frisco**

Frank Harr, sales manager for United Artists in San Francisco, has been married there to Mrs. Dorothy Hobgood, formerly a secretary with the Film Booking Agency of Northern California.

**Fruchtman Buys Another**

Jack Fruchtman, who operates the New and Keith theatres in Baltimore, has bought the Colonial Theatre in that city and will inaugurate a first-run policy in the Autumn.

**Langlois Filmusics Expands**

C. Y. Langlois, Jr., president of Lang- lois Filmusics, Inc., has announced ex-

**6-Figure Settlement In Mass. Action**

A settlement of an anti-trust suit under which Consolidated Theatres, which operates the Plymouth Theatre, Worcester, Mass., received damages in the amount of $six figures" has been agreed upon, William Gold, counsel for the plaintiffs, said yesterday.

In addition, the defendants agreed to supply first-run product to the Plym- th which is in competition with the theatres of the Stanley Warner, Para-

**Kingsley Is In U. S. For Film, TV Study**

David Kingsley, managing director of Britain's National Film Finance Corp., and financial adviser of the new British Lion company, has arrived in New York from London.

While here Kingsley will confer on possible future joint Anglo-American production plans and will examine the market here for British state-financed films. He will also instruct the experimental Group Three. Plan he will also study the television market here as a potential outlet for British-made films.

**Nominate John Davis For BFPA President**

LONDON, June 20—John Davis, managing director of the J. Arthur Rank Organization, has been nomi-

**Johnston (continued from page 1)**

tion, Johnston replied that negotia-

**Production Spurs Before Cameras in July**

HOLLYWOOD, June 20—Marking the highest production activity at RKO for three years, four major productions for RKO release will go before the cameras in July, I. L. Johnston, vice-president in charge of studio operations, announced today.

Three films which will start on July 6 are the David Butler production 'Glory,' Tedon Productions' 'The Way Out,' and Bozenga Productions' 'Connecticut.' The fourth RKO relase, to start on July 11, is Edmund Grainger Productions' 'Great Day in the Morning.'
Third Major Acts

M-G-M Enters TV Field with Weekly Series

Theatrical Films to Be Promoted in ABPT Deal

Metro-Goldwyn-Mayer, announcing its entrance in the TV field, disclosed here yesterday that an agreement had been signed with American Broadcasting-Paramount Theatres, whereby the M-G-M studio will present a weekly half-hour program entitled "The M-G-M Parade." The announcement was made by Loew’s president, Nicholas Schenck, who, in a statement, pointed up the promotion value of the projected series for theatrical motion pictures.

Commented Schenck: "Here at... (Continued on page 4)

Nearly 2,000 Houses Pledge Participation In Audience Awards

Nearly 2,000 theatres have already indicated they will take part in the Audience Awards campaign, it was revealed yesterday by Robert W. Coyne, special counsel for Council of Motion Picture Organization.

Leading the list of participating theatres are the various chains of the American Broadcasting-Paramount Theatres circuit, with 624 theatres; Stanley Warner with 302; Fox West Coast, 202; Loew’s, 95, and RKO Theatres, 87. Others participating in... (Continued on page 4)

20th-Fox Lot Has Another Oil Gusher

From THE DAILY Bureau

Hollywood, June 21.—The Universal Consolidated Oil Co., which is drilling for oil on 20th Century-Fox’s studio property has brought in another gusher—the sixth oil well on the lot. Drilling on the well began on April 18.

Recommend Pinkney As CEA Secretary

By PETER BURNUP

LLANDUDNO, Wales, June 21.—Cinematograph Exhibitors Association officers meeting today in advance of their organization’s annual convention here decided unanimously to recommend that the general council tomorrow appoint Eliza Pinkney to the post of general secretary of CEA succeeding the late Walter Fuller.

Pinkney, an attorney, has been assistant secretary of CEA since 1924.

First Address to Industry

POPE CITES FILMS’ GREAT INFLUENCE

Urges Producers to Present the ‘Good and Beautiful,’ Not the ‘Irrelevant, Harmful’

By MARTIN QUIGLEY, JR.

VATICAN CITY, June 21—Addressing the Italian motion picture industry for the first time, Pope Pius XII today stressed the tremendous influence which the cinema exerts, particularly upon youth. Because of this, he declared, motion pictures should show respect for man and "should amuse without any lapse into vulgarity or unseemly sensationalism."

The Pope delivered a 40-minute address from a throne erected in front of the main altar of St. Peter’s Basilica to 10,000 film industry workers, guests of the Vatican convention and other persons who thronged the basilica. His voice and manner were vigorous despite his recent illness; only the gawking of his hands as he held the manuscript indicating the toll that 16 years in office has taken.

Members of the industry were asked... (Continued on page 6)

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Personal Mention

JAMES A. MULVEY, president of Samuel Goldwyn Productions, returned to New York yesterday with Miss M. He is following a two-month European tour.

CHARLES LEVY, Walt Disney Productions publicist and exploitation manager, has returned to New York from a tour with Seth Parker and Byron Ehrin.

LITA STACKER SANO, daughter of Sam Stacke, official of Associated Circuit, Cleveland, has become engaged to Alan Cutler, of that city.

H. M. BESSEY, Altec Service Corp., executive vice-president, has left New York for a tour of company branch offices.

CHARLES SCHNITZL, producer, and RAY HARRIHANSS, his technical aide, are in Washington from Hollywood.

NAT LEVY, RKO Radio Eastern-Southern division sales manager, left New York yesterday for Pittsburgh.


JAMES STEWART will arrive in New York today from England, en route to Hollywood.

ARCHIE MASHIEK, film editor, has returned to Hollywood from New York.

A. J. BROMSTEIN, drive-in operator in Hartford, has returned there from Chicago and the Coast.

CORDELIA BAEHR GROSS, writer, recently signed by M-G-M, has left New York for Hollywood.

CHARLES VOGOR is in New York from Hollywood.

Jay Quinn Resigns Fairchild Post

The resignation of Jay H. Quinn as manager of sales and advertising for Fairchild Recording Equipment Co., was announced yesterday by Sherman M. Fairchild, president. Quinn plans to establish a sales company in the New York area catering to radio and TV broadcast stations, recording studios and allied groups.

Quinn, formerly manager of Gray Research and Development Corp., assisted in the founding of the Fairchild organization in 1948.

Acquire 'Too Bad'

Don Getz and Edward Kingsley announced that they had acquired American distribution rights for the new Sophra film "Too Bad She's Bad" ("Puccio Che Sta Una Canaglia") which also stars Vittorio De Sica and Marcello Mastroianni.

Hong Kong Territory

Business Up 10-15%, H. O. Odell Reports

By LESTER DINOFF

In the aggregate, distribution business in the Hong Kong-Kowloon territory this year has been up to about 15 per cent ahead of that of 1954, Harry O. Odell, managing director of International Film Distributors, Limited, the Commonwealth Enterprises Corp., Ltd., stated yesterday at Allied Artists headquarters.

"Distribution business is improving constantly in the 12 first-run theatres in the area," Odell said, adding that grosses of all first-run features have estimated between $15 and $250,000 in U. S. currency.

Much Building Since War

Exhibition as a whole in Hong Kong and Kowloon "is feeling much competition due to the many first-runs and features that have been released since the end of the war," the Far East showman, who handles Allied Artists product in that market, said. The post-war development in exhibition and the territories' population has been enormous, since the end of World War II, we had two theatres, now we have 12 first-runs and many sub-runs and neighborhood shows, a number that is playing only Chinese films," he said.

Odell pointed out that the population in the area is over 2,500,000 and that an education program now under way in Hong Kong is reaching many Chinese, who have learned to appreciate the Cantonese dialect on a screen alongside of the regular Chinese films, Odell said, in reply to a question concerning dubbing.

Says UK Attendance Down in 1st Quarter

By WILLIAM PAY

LONDON, June 21.—Replying to questions in the House of Commons, a spokesman for the Board of Trade said that motion picture attendance in Britain for the first quarter of this year is estimated at 390,000,000.

The estimate compares with 326,000,000 estimated attendance in the corresponding 1954 quarter, and 328,000,000 in the 1953 quarter.

Replying to a further question the spokesman said there were 1,850 film quota defaulters here in the year ending September, 1954, compared to 2,510 in 1953, and 2,943 in 1952.

A. H. WEILER NAMED TIMES' M. P. EDITOR

A. H. Weiler, who has been with the New York "Times" for 25 years, has been appointed motion picture editor of the newspaper. Rodney Crowther continues as film critic and chief of the department.

He has been in the motion picture department of the "Times" for the last 15 years.

Stewart in Phone 'Laramie' Stunt

Columbia's "Call Jimmy Stewart" telephone promotion campaign for "The Man from Laramie" is reported a resounding success here.

It was stated that phone company officials were reporting over capacity calls of more than 1,500 per hour in five of the territories where promotion is in operation. Phone company officials in some cities have asked for additional telephone lines, it was added.

The plan involves newspaper ads which urge persons to call James Stewart at a listed number. An automatic playback device gives a sales pitch by the star via the recording.

See Copyright Group

Effective in 90 Days

The Universal Copyright Convention, sponsored by UNESCO, will become effective in about 90 days, following the ratification last week by Monaco. The Convention is designed to standardize international copyright laws for literary, scientific, and artistic works, including musical, dramatic and cinematographic works.

The Universal Copyright Convention is the culmination of eight years of work by UNESCO. It is expected to be signed by 35 nations at an international meeting in Geneva in 1952.

'Prelude to Murder' Acquired by Sabre

Victor Orsatti, president of Sabre Pictures, Ltd., has acquired the independent company has acquired "Prelude to Murder," an original melodrama by Joseph Newman and Edward G. O'Callahan. Orsatti and producer-director Newman, who are in New York prior to going to Europe, disclosed that James Mason will be sought as the male star for the film, which will be made next spring in Yugoslavia.

Paul Quinn Named RKO Asst. Secy.

Paul J. Quinn has been elected assistant secretary of RKO Radio Pictures to fill the vacancy created by the recent retirement of Leon Pughie. Quinn is the company's home office attorney in charge of litigation and succeeded Pughie in that position.

Harry Kalmine Returns

Harry M. Kalmine, vice-president and general manager of Stanley War- rites Theatres, returned to the S.S. "United States" after a month's survey of the Cinemar opera-

tions in Europe. He participated in the Paris opening of "This Is Cine-

rama," supervised arrangements for the opening of the Sistina Theatre, accompanied the June Avenue to London, was visiting London and Milan operations, canvassed the possibilities of establishing a London office, and is returning to the U.S.

He was accompanied by Mrs. Kal-

mine.

News Roundup

New Cinerama Openings

With an advance sale of $26,000, "Cinerama Holiday" will open at Cinci-

nati's Capitol Theatre tomorrow. The opening will be combined with a city-wide celebration. Attending the premiere will be Gov. Frank Lausche, of Ohio, Gov. George Craig of Iowa, several mayors, producer Louis de Rochemont, John and Betty Marsh, who star in the picture; Harry Kal-

mine, vice-president of Stanley War-

rites; Lester Isaac, head of Cinerama exhibition, and Harry Goldberg, SW advertising and publicity director.

Celebrate Nickelodeon

Oregon film industry is observing the 50th anniversary of the Nickelode-

on this week. Special trailers show-

ing the development of pictures are being exhibited by the Evergreen, Hanrick, Adamson and J. J. Parker circuits, and by independent houses.

Oregon House to McFadden

John McFadden has leased the Lib-

erian Theatre, Portland, to Terry Miller and will reopen the house in the near future.

Drive-in Plans Big Opening

Richard Smith, of Smith Management Co., which will operate the 2070-

car Meadows Drive-in Theatre, Hart-

tleb, after a 30-year lease from A. J. Ironstein, has extended an invitation to Broadway and Hollywood celebrities to attend the opening ceremonies on Friday, July 8.

Adorno Invites Graduates

Continuing a traditional gesture, Steve Sabat, general manager of M & D Theatres, Midletown, Conn., and his son, Mike, assistant general man-

ager, are extending invitations to graduates of the public and parochial schools in the area to attend a per-

formance at one of the three M & D

Theatres "as an expression of congratualtions."

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MOTION PICTURE DAILY
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A RARE OPPORTUNITY!

When a picture of the rare calibre of "INTERRUPTED MELODY" is preceded by enthusiastic penetration, it is indeed a rich opportunity for live-wire showmanship. Here is just part of the acclaim:

"Best Picture"—(LIFE, REDBOOK, COSMOPOLITAN) • Nationwide TV presentation on "THIS IS YOUR LIFE" • Nationally syndicated columnists: "One of the screen's great movies"—Louella Parsons • "A wonderful love story"—Hedda Hopper • "A great motion picture"—Sheilah Graham • Advertised and promoted in a giant M-G-M campaign.

Until you see this enthralling picture for yourself you cannot know the entertainment thrill that awaits your patrons.

With "Blackboard Jungle" continuing its meteoric box-office career, with "Love Me Or Leave Me" packing theatres everywhere, M-G-M is indeed happy to add another outstanding entertainment to the screens of America.

M-G-M Presents In CinemaScope • "INTERRUPTED MELODY" starring GLENN FORD ELEANOR PARKER • With Roger Moore • Cecil Kellaway • Written by William Ludwig and Sonya Levien • Based On Her Life Story by Marjorie Lawrence • Photographed in Eastman Color • Directed by Curtis Bernhardt • Produced by Jack Cummings

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

Have you mailed your Audience Awards Nominations?
People
William Hudson, for 17 years with Famous Studios here as an animator, has joined the animation department of Transfilm, Inc.

Suren Ermojan has joined Lenn- fen & Kewell, advertising agency, as a vice-president, art director and consultant on art. He formerly was with Ruthrauff & Ryan and "Good Housekeeping" magazine.

H. Leslie Hoffman, president of Hoffman Electronics Corp. of Los Angeles, has been elected president of the reorganized board of directors of the Radio-Electronics-Television Manufacturers Association. He will take over the duties performed last year by Max F. Balcom, director - consultant of Sylvia Electric Products, as board chairman, and of Glen McDaniel, New York attorney, as president. McDaniel will continue as general counsel.

Emil Macquat, who has been in film production in Switzerland for the last 20 years, has opened a studio in Ottawa, Ont., for the making of commercial, documentary and educational films.

Bonnie Lynch, secretary to Jess Macquat, president of the Macquat organization in Minneapolis, has been advanced to the booking department.

George L. Turpen has taken over the lease of the Quinn Theatre in Quinn, S. D.

'War' Shooting Slated
Paramount's "War and Peace" will go before the VistaVision cameras in Rome on July 4 under the banner of the Ponti-De Laurentiis production organization. The three of Dino De Laurentiis studios will be needed to accommodate the shooting requirements.

Toll TV Bill
(Continued from page 1)

sent to the FCC on this subject.
While Chief declared that he does not advocate toll television, a statement he issued did indicate he was friendly to it. For example, he explained that "if toll television TV are afraid of a verdict at the hands of the people," and contrasted the "negative attitude of the view- sponsors" with "a wholly new kind of television which for a relatively small fee would bring to the homes, the latest movies, the world's heavy-weight championship boxing bout or live opera."

The statement said that the public so far has been denied the right to see championship fights, which "have been funnelled over private outlet to various TV theatres."

Sees Toll TV 'Inevitable' Chlef added that he personally feels that "some form of toll television is inevitable." He declared that "it is some day the coming day that are now taking to the air are a mild form of mental horsewhipping."

In reply to a question, Chief followed a measure by Rep. Celler (D., N.Y.) specifically to outlaw toll TV, declares that the FCC shall not make any de- cision that tends to "ignore, countermand, override, overrule, overthrow, set aside, or otherwise impair the will or rights of the people of the U.S.A., most especially after said FCC has re- quested, solicited, and as a result thereto, has received advice, counsel, suggestions and/or ideas expressing the will and desire of the great American public in reference to the matters and other forms of communication."

The bill declares the people should have the right to determine this issue, in- cluding "the people's daily lives, their very freedom and their hap- piness."

'Summertime' (Continued from page 1)
National Theatre and Academy's "Summertime" last night's première also coincided with the Paris opening of "Oklahoma." one of the conference of the press, the "Salute to France" program.
Rosanno Brazzi, "Summertime's" co-star, came from Rome to attend the U. S. première and was the guest of honor. Hosts were Robert Dowling, ANTA board chairman; Miss William C. Caynon, chairman of the premiere committee, and Ilya Lopert, producer of the picture.

Valentine Krain, president of ANTA, led the company's delegation which included Robert Benamis, William Heilman and Merce Hildgen. Among the other guests were Grace Kelly, Margaret Truan, Red But- tons, Denise Durrel, Edith Fisher, Rita Gordon, Ellen Gran, Audrey Meadows and Phil Silver.

Freight Rate Jump Barred in St. Paul
MINNEAPOLIS, June 21—Application for a 25 per cent increase in freight rates by railroad carriages coming from Minnesota, made by the Midwest Motor Freight Association, has been rejected by the St. Paul Railway and Warehouse Commission. Objection to the increase was filed by Stanley Kane, executive counsel for the Central Association, who said that the increase in rates are not justified at this time. Midwest Motor Freight is a trade organization representing trucking companies in this area. The association has the right to request a public hearing on its application.

N. C. Greer President Of New Mexico TOA
SANTA FE, N. M., June 21.—The New Mexico Theatre Owners Asso- ciation, at its meeting elected Nathan C. Greer president, and Lloyd Franklin and Lou Gaspere- vice-presidents. At the meeting was given by Louis Higdon, vice-president of Frontier Theatres.

A feature of the meeting, in the opinion of the delegates attending, was the "Ticket-Selling Workshop" con- ducted by M-G-M.

The organization has purchased stock to the amount of $1,000 in the Exhibitors Film Financial Group, at the request of the members to give individually to the EFFG.

MGM-TV
(Continued from page 1)
M-G-M have made a study of television and have in mind the point-of-view of motion picture exhibitors. We are now evolving a type of program which will be good popular entertainment and will set the mutual interests of our customers and ourselves.

A portion of our "M-G-M Parade," will be devoted to an actual situation about the studio's forthcoming pictures to be played exclusively in motion picture theatres.

Loew's became the third major studio to announce plans for a TV series, the other being Columbia-Fox and Warner Brothers, Walt Disney Productions inaugurated its TV series last fall over ABC-TV. Other film companies have said they are studying the situation before entering TV production.

Goldenson 'Gratified'
Leonard H. Goldenson, ABPT pres- ident, commented in part, "We have been gratified by the excellent tele- vision entertainment that the "Disney- land" series has produced, and at the same time with some regret that the program has had on motion picture grosses of pictures which were in competition with the "M-G-M." Our decision to enter the television field represents a recognition of the present-day joining-together of Hollywood and television and the effect that this will have on the industry and for the pre-selling to the public of the new product of the current releases.

"M-G-M will bring to television, I am sure, a program that is consistent with our policy of the continuity of the studio production. The financial phase of the transaction were not disclosed. The sponsor has not been announced for the new series, which is to begin this fall.

'U'-Strike It Rich' Tieup on 'Benson'
Universal Pictures and the CBS network television-NBC network radio show "Strike It Rich," sponsored by the Colgate-Palmolive Co., have developed a joint five-week national promotion starting today in connec- tion with the June 21 Kansas territorial "The Private War of Major Benson."

The estimated 20,000,000 daily viewers and listeners of the "Strike It Rich" program are being asked to write a letter on their own "private war" whether it be a community proj- ect, a national charity or some es- pecially worthy individual. The writer of the letter that is judged to have "the most heart" and a guest will be flown to Manhattan, Kan., for the world premiere.

FOR SALE
Complete Film Studio in Florida, Sound Stage 90 x 115 feet with 45- foot screen, The Magnavox recorder, mixes, boom and micro- phones. Meurer camera with bimp, 5 standing sets, 66 new flats and lights, 4 grip cars, wiring, power, wired. Nu- merous other items for immediate production. Central location, low rent or will build. Write for quick cash sale at only $14,000.

FORREST C. WOOD
1222 Mary St., Jacksonville, Fl. Phone EKbrook 8-5937
Last night’s brilliant premiere of United Artists’ “Summertime” at the Astor Theatre on Broadway inaugurated New York’s summer film season and benefited the American National Theatre and Academy’s “Salute to France.” Celebrities and industry leaders were among the audience of 1,500 attending the plush opening of the Ilya Lopert Technicolor production, which stars Katharine Hepburn and Rossano Brazzi. At the left are shown some of the thousands of fans who jammed the Times Square area for a glimpse of the notables converging on the Astor for the film’s colorful bow.

Rossano Brazzi, co-star and guest of honor, who came to New York from Rome for the premiere, greets actress Grace Kelly.

Max E. Youngstein, left, vice-president of United Artists, chats with Max Fellerman, vice-president and general manager of Lopert Films, and Fellerman’s daughter, Joan.

World-famed composer Richard Rodgers, left, huddles with Robert W. Dowling, chairman of the board of ANTA.

Brazzi is here shown being welcomed by Ilya Lopert, center, producer of “Summertime,” and Robert S. Benjamin, right, chairman of the board of directors of United Artists.
Pope's Talk

(Continued from page 1)
to take advantage of their knowledge and experience "to present, in place of irrelevant or hortensia shows, pictures that are good, noble, and beautiful, which undoubtedly can be made attractive and thrilling and at the same time reach high levels of artistry."

Artistic Quality Stressed

The first part of the Pontiff's address was devoted to explaining the importance of the cinema based on its techniques and artistic qualities and especially on the psychological factors which make films so potent an instrument for good, or, if evil. Because of this, he said, official censorship rather than complete dependence upon other methods of influencing the content of films may sometimes be justified.

"In truth," the Pontiff said, "how can this instrumentality in itself most noble but so apt to uplift or degrade men and so quick to produce good or evil be left completely in or made dependent on purely economic interests?"

He stressed the desirability of good men combating bad film with all available legal and moral weapons but added that such action while necessary and highly commendable was not always enough. "Private initiative and zeal can and in fact do work far more quickly, as experience shows," he said.

Urges 'Respect for Man'

The second part of the Papal address was on the ideal film considered in relation to the spectator. He indicated that on this occasion he would comment further on the content of the ideal film and its relation to the community. The address stressed the psychological factors inherent in the cinema and urged that films should show respect for man and for complete understanding of his nature.

"They shall fulfill recreational needs even while they uplift the spectator," the Pontiff declared.

In conclusion, the Pope recognized the difficulties of attaining the ideal film in the practical world but he urged the industry, and especially the workers in his audience to continue to seek this exalted goal.

Terre Haute Suit

(Continued from page 1)

speed, and Judge Steckler has now overruled this motion. He set the case for trial starting Aug. 11, in Indian-

The pooling agreement objected to by the government was between Fourth Avenue Amusement Co. and the Alliance Amusement Co. in the Terre Haute area. The arrangement was terminated last March, after which the motion to dismiss on grounds of mootness was made.

Truck Strike

(Continued from page 1)

shut down until a settlement is reached.

Two independent film carriers, Old Colony and Fujico, are not involved in the strike but plan to continue their regular routes. Theatres in Maine, New Hampshire and Vermont also are not involved.

Film exchanges have informed exhibitors that every effort is being

British Industry Leaders at London Reception for Martin Quigley, Jr.

Martin Quigley, Jr., editor of "Motion Picture Herald," presents the Quigley Overseas Showmanship Award for 1954 to David Williams, as Charles Young, publicity controller of J. Arthur Rank's CMA Circuit, extreme left, and Kenneth Hargreaves, managing director, J. Arthur Rank Film Distributors and joint assistant managing director, JARO, Ltd., look on.

From THE DAILY BUREAU

LONDON, June 19 (By Air Mail)—J. Arthur Rank of the British film industry presented the Quigley Overseas Showmanship Award for 1954 to David Williams of J. Arthur Rank's CMA Circuit. The award had been voted to Williams by the annual Quigley Showmanship judging by members of the American industry.

Among those present at the reception for Quigley, in addition to those pictured above, were: Sir Henry Fairey, director-general, British Film Producers Association; Gary Grant, London correspondent for the United States Press, and judge of the Quigley judging; the judges of the Quigley judging; and many other members of the trade and the British press.

This week, Quigley is attending the Festival international convention in Evian. "Say IATSE Will Seek Five-Day Work Week"

HOLLYWOOD, June 21—IATSE unions will seek a five-day work week as standard in their next contract with producers, according to informed sources, when negotiations for a new contract begin in August. The present pact expires in October. This demand has been made previously, but never persisted in, and indication that it will be made the primary objective this time is interpreted in some quarters as suggesting that the unions will shift emphasis from the pay scale to working conditions, according to present plans.

Individual IATSE locals are continuing meetings to work out their own requirements.

840 Exhibitors at Frisco 'Workshop' Special to THE DAILY

SAN FRANCISCO, June 21—Some 840 exhibitors from this area attended the 24th M-G-M Ticket Selling Workshop which was conducted at the St. Francis Hotel here today by Mike Simons, M-G-M director of customer relations, and Emery Austin, M-G-M exploitation director.

Simons reported that an estimated 8,000 exhibitors and distributors have attended the workshops which commenced last November.

Loew's Circuit Sets Summer Festival

Loew's Theatres will join New York's Summer Festival with a summer film festival, beginning today in borough theatres, including Westchester.

Loew's will launch its observance with a demonstration on Times Square, in front of Loew's State, with a caravan of floats, models, music, heralding the attractions to be featured at Loew's houses.

National Pre-Selling

"THE Woman's Home Companion's" July issue has a stimulating article written by June Allyson under the title "Are You a Shrike?" Many of the 10,000,000 women readers of the "Companion," after reading June Allyson's piece, will want to see "The Shrike" with Jose Ferrer and Miss Allyson.

A double-page spread on the filming of Warners' "Pete Kelly's Blues" is featured in the July issue of "Seven-
teen." Titled "Webb Shoots Movie," the photo-feature shows Jack Webb at work directing, writing, and acting in the picture. The photos were made on location along the banks of the Mississippi, 25 miles from New Orleans.

A striking color ad on "Not as a Stranger" appears in the July 8 issue of "Collier's."


Florence Somers, entertainment editor of "Redbook," reports, after being at "The Tramp," that Walt Disney and his cartoonists have created new characters as lovable as Snow White's seven dwarfs. Miss Somers selected "Lady and the Tramp" as "Red-

"American Weekly" had a color ad on "Lady and the Tramp" in its June 19 issue with a plug for the opening of the New York "Roxy" tomorrow.

The full color front cover of "Pictori-

Joan Crawford, star of "Female on the Beach," is spotlighted in a full color ad advertising Lustre-

"Mister Roberts," which has been selected "picture-of-the-month" for August by "Coronet."

The front cover of "Parade's" June 19 had a full color photo of Clark Gable taken on location in Mexico during the filming of "The Tall Men." In the issue is a personality story on Gable and a photo of Jane Russell, co-stars.

The full color front cover of "Family

WALTER HAAS
Ask FCC for 60-Day Delay On Toll Issue

Group Seeks More Time For Answering Briefs

By J. A. OTTEN

WASHINGTON, June 22.—The Committee Against Toll Television, today asked the Federal Communications Commission to postpone for two months, until Sept. 9, the deadline for filing reply comment in the subscription television proceedings.

The present deadline is July 11. The committee said that the comments filed on June 9 by the various parties were so voluminous and so varied that additional time was needed to prepare adequate answers.

If the Commission should grant the request for a postponement, it would obviously also mean that much of a delay in any final FCC action on the subject of toll television.

The request was endorsed by attorneys for the National Association of Radio and Television Broadcasters, American Broadcasting Co. and Columbia Broadcasting System, Zenith.

Ohio Censor Session Halted by Chairman

Special to THE DAILY

COLUMBUS, O., June 22.—Action on film censorship by the Ohio Senate education committee today was halted by the walkout of chairman Charles A. Mosher.

Obviously irked by demands of several committee members for an early vote on House Bill 29, Mosher adjourned the meeting and said there would be no resumption until "we can agree on an orderly procedure." Efforts of the Senate minority leader, Joseph W. Bartunek, to proceed without Mosher were unavailing.

Earlier during the course of today's session, Mosher declared that he will ask Gov. Lausche and chief film censor R. M. Eyman to investigate a collection of "pornographic" film clips from censored films allegedly on file.

N.T. to Demonstrate Portable 3-Channel Projection System in Hollywood Today

HOLLYWOOD, June 22—A three-panel projection system, which is described as being "practical and portable," will be demonstrated here tomorrow at the Melrose Theatre by Elmer Rhoden, president of National Theatres, and R. H. McCallough, N.T. engineering-construction executive.

The Melrose has been used by N.T. as a research and experimentation laboratory for more than a year. Rhoden said that the development program in photography is expected to revolutionize wide-screen exhibition. The existence of the N.T. system has been known in general terms for some time, but details have been withheld.

‘Europe Looks Prosperous’

Heineman Sees UA Foreign Business Up 40% in 1955

By LESTER DINOFF

The flow of good product during the past months, and prospects for the future, will help United Artists to exceed its 1954 foreign gross by at least 40 per cent, according to William J. Heineman, vice-president in charge of domestic UA distribution, who has returned from a two-month trip to Europe, the UA world-wide gross in 1954 was over $450,089,000.

Exhibition business in Germany, Spain, Italy, Gibraltar, France, England, Switzerland and parts of Austria.

Kingsley Asks for More Playing Time For British Films

More playing time for British pictures in the U.S. would serve the interests of both the British and American industries, as well as the public, David Kingsley, managing director of the British National Film Finance Corp., said here yesterday.

Kingsley, in New York on a two-week visit, said one of the purposes of his trip was to survey the situation in the U.S. in an effort to find out why British producers cannot get a bigger return from U.S. exhibition.

He went on to say that by and

Hutchinson Heads Paramount in U.K.

From THE DAILY Bureau

LONDON, June 22—F. E. Hutchinson today was appointed managing director of Paramount Pictures here, succeeding James Perkins, who recently was elected executive vice-president of Paramount International, with headquarters in New York.

Hutchinson has been with Para-

‘National Interest’

Rank’s Film Control Will Stay British

Power Vested in Group Holds After His Death

By WILLIAM PAY

LONDON, June 22.—Controlling voting power in J. Arthur Rank’s motion picture and theatre empire has been vested in a company which insures its continuance in British hands in the event of Rank’s death.

Moreover, Rank foregoes dividends from his Odeon Group, directing them to be made available by trustees for charitable purposes, under a two-year-old arrangement, and to operate his companies primarily for the support and encouragement of the British film industry.

This was emphasized in a statement issued here today by Rank in commenting on recent “press reports concerning the proposed acquisition by 20th Century-Fox of a controlling interest in the Schlesinger African Theatres.”

Those reports, Rank said, referred

Profits, Dividends Of ABPC Increased

From THE DAILY Bureau

LONDON, June 22.—Associated British Pictures Corp. today reported net profits after provision for all charges of £1,025,399 ($2,871,000) for its most recent fiscal year. The result compares to net profit of £565,284 for the preceding year.

ABPC declared a final dividend for the year of 12½ per cent, with a special bonus dividend of 10 per cent on its ordinary stock. With earlier interim dividends, this makes a payment of 30 per cent for the year ended last March 31, compared to 20 per cent dividend the previous year.

Consolidated operating profits for the latest year amounted to £2,988,093 before charges, compared to £2,213,312 for the previous year.

“Don’t Miss This Film!”
Personal Mention


TONY OWEN, president and executive producer of Todon Productions, has arrived in London by plane from New York. He will return to Hollywood from there tonight or tomorrow.

MILLICENT FUCHS, secretary to Hiroshi Hayashi, western division Eastern exploitation manager, will be married here tomorrow to STANLEY HALSTEAD.

EMERY AUSTIN, M-G-M exploitation head, is scheduled to return to New York Monday following visits to key cities of the West Coast.

JULIUS PRESTON, publicist, will leave Hollywood by plane tomorrow for New York.

LOUIS DE ROCHEMONT, producer, and Mlle. De Rochement have arrived in Cincinnati from the Coast.

SELWYN RAUCH, head of Tertiary-Loew's, licensing executive, is confined to Fitch's Hospital, the Bronx.

FRANZ RACHMEL, former Paramount art director, has arrived in Rome from New York.

J. R. SMITH, RKO-Pathe production group head, left New York yesterday for Bernadet via B.O.A.C.

L. A. LINDSAY has acquired the Twin-City Drive-In, Sandvordale, Ga., from B. A. SMITH.

AL GOODWIN, district manager for Binghamton, has returned here from Honolulu.

JAMES FRENCH, salesman at the San Francisco office of Paramount, is on leave of absence because of illness.

HARRY PEMSTEIN, industry attorney, left here last night for Miami.

'Stranger' to Have 136 City Openings

United Artists' "Not As A Stranger" will open at 136 key city theatres throughout the United States within the two weeks following its coast-to-coast world premiere on June 29 at the Capitol, New York, the United Artists Theatre in Chicago and the Warner Beverly Theatre in Los Angeles. It was announced by William J. Heineman, vice president of United Artists in charge of distribution.

The UA release will be playing in the major cities of every section of the nation by mid-July.

"Shrike" on July 7

The world-premiere of Universal International's screen version of "The Shrike" starring JOSE FERRER and June ALHISON will take place at the Victoria Theatre in Los Angeles on July 7.

Predict EFG in Operation by Oct.

Sufficient stock subscriptions to Exhibitors Film Financial Group will be on hand by October, when Theatre Awards of America will hold its annual convention in Los Angeles, to permit the timely publication of the plan as predicted by TOA in a current bulletin.

Designed to finance productions to alleviate the product shortage, EFG is a long range program, TOA points out. Assembling that, the directors of the group are particularly gratifying because of the amount and number of subscriptions coming in for small theatres. Chairmen in all exchange areas have been selected, quotas determined and, according to TOA, "the drive is on."

Censors Tangle Over 'U's 'Naked Dawn'

MEMPHIS, June 22—The Memphis and Shelby County Film Censors have failed to either approve or ban Universal's "The Naked Dawn," which three members of the board, refused to ban the picture. They agreed it could be shown. A board member, however, ruled that no quotient was present. The board has five members, including the chairman.

Biford, who would like a full active board, or an alternate to serve when a board member isn't present, will ask the advice of the city attorney if the censors fail to agree on "The Naked Dawn."

Jarra Lewis Opens Loew Festival Here

Jarra Lewis, star of MGM's "The Colobos," who came here from Hollywood for the opening of Loew's 'Sumner Movie Festival," unveiled the ceremonies at noon yesterday in front of Loew's State Theatre. With an impromptu open-air entertainment, Miss Lewis headed one of the floats in the parade which will tour the Loew theatres in the metropolitan area, as part of the festival.

RCA Equips Drive-in

CAMDEN, N.J., June 22—The new Big Sky Drive-In, south of San Diego, said to be the largest on the West Coast, was equipped throughout with RCA sound and projection equipment. RCA announced the outdoor theatre has parking capacity for approximately 2,000 cars.

Set More Dates for Audience Poll Meets

Dates for several additional exchange area meetings of industry representatives to coordinate plans for Audience Poll Awards were announced yesterday by Robert W. Coyne, special counsel for Council of Allied Theatre Owners.

District of Columbia exhibitors and exchange men met in Washington addressed by Alfred C. Falce of Stanley Warner Theatres, who explained the plan in detail and urged participation by every exhibitor for the provisions of support from all theatre men present, Coyne said.

"His pictures have been scheduled as follows: yesterday, Denver; today, Allied Theatre Owners of New Jersey, meeting at the Concord Hotel, Kamehale, N. Y.; June 29, Edgewater Park, Miss. and New York City; June 30, St. Louis; July 14, San Francisco; July 25, Charlotte and July 26, Milwaukee.

Meetings in all other exchange areas, not previously scheduled, will be held by end of July, Coyne said.

Poll Campaign Book Ready for Theatres

A 12-page exhibitor's campaign book on the COMPO Audience Awards election has been completed and will be distributed to 16 theatres through National Screen Service exchanges.

The booklet, with a black, white and purple cover, contains a detailed summary of the Audience Awards plan, formats of the campaign, the ballot and the official theatre report of votes cast, and copies of an assortment of newspaper advertisements of the poll in various sizes for which mats are available at prevailing prices through National Screen. Also, there are additional pages of promotion and exploitation suggestions.

Other accessories include two trailers, for advance and current use; two 40 x 60 posters; one composite mat and balloting sticks.

The booklet was compiled under the direction of Charles E. McCarthy, COMPO information director.

Hope and Foy Troupe Coming for Opening

Bob Hope and the seven youngsters who portray Eddie Foy, Sr.'s children in "The Seven Little Foy's" will arrive in New York on July 30 for a screening in connection with the Broadway benefit premiere of the Paramount Vista-Vision film at the Criterion Theatre on June 29. The opening is the culmination of a week of activity for Hope and for the five boys and two girls comprising the roster of film casts.

Tonight "The Seven Little Foy's" will have its New York opening at the Paramount Theatre in Beverly Hills for the benefit of United Cerebral Palsy and the John Tracy Clinic for deaf

News Roundup

TV Drive for U-T's 'Hell'

Universal-International has planned for "To Hell and Back," life story of Audie Murphy, a national television spot campaign utilizing 67 TV stations throughout the country during July, August and September.

Drive-in Incorporation Filed

Hellman Enterprises, Inc., has registered for Albany, N. Y., a certificate of incorporation to conduct a drive-in theatre in the business. Principals are Alan V. Iselin, Barbara Hellman Iselin and Sanford Bookstein, the latter to be comptroller.

Bridgeport Colony Closed

The Strand Amusement Co., Hartford, has closed its Colony Theatre, in Bridgeport, Conn.

Push Awards Plan in Albany

Organization of the Audience Awards plan of the Council of Motion Picture Organizations is proceeding in the Albany, N. Y., exchange district under the co-chairmanship of Harry Lamont, of Lamont Theatres; Richard H. Schine, of Schine Theatres, and Raymond S. Smith, Warner brothers manager. Wide support is indicated.

Memorial to Sam Abend

A memorial to the late Sam Abend, who operated a film transit service in the Kansas City area, has been established in the form of a shelter cottage at Camp Santosage, where the Motion Picture Association of Greater Kansas City maintains service for unprivileged boys.

'Companion' Cites Cobweb

A condensation of the story, "The Cobweb", on which M-G-M's new picture of the same name is based, is published in the July "Woman's Home Companion," and M-G-M's one-sheet poster, on page 1 of the same magazine, headed "Picture of the Month," also features "The Cobweb" and its multi-star cast.

Drive Goal Near for Coast Charity Group

HOLLYWOOD, June 22—The final report from the Permanent Charities Committee on the 1945-55 campaign, expected to show the $1,000,000 goal which has already been reached, will be delivered to the campaign chairman at a special luncheon meeting to be held shortly in the Beverly Hills Hotel here.

Cover Story: New Motion Picture Herald Image

M. A. Hollingshead, president of Motion Picture Herald, and Advertising Representative, Fl. 6084, Washington, D. C., Otten, National Press Club, Washington, D. C., on behalf of American and/or foreign single copies, 10c.
People

Alfred Starr, TOA vice-president and co-chairman of the Organization for Free-TV, will discuss the latest developments in "the battle" this very day at the convention of the Missouri Theatre Owners Association next Monday at the Edge-water Golf Hotel.

Maybelle Oldenhage has been appointed contract department manager of A. W. Schwalberger's Artists-Producers Associates, Inc. Miss Oldenhage formerly was with Warner Brothers and Samuel Goldwyn and, until now, was contract manager for Lopert Film Productions.

Frank J. Shea, formerly sales director of "March of Time" and John Sutherland Productions, has joined Pelican Films, Inc., as vice-president in charge of sales.

Mrs. Gene Barnette of the Bri-Mony Buying and Booking Co. has been installed as president of the New Orleans chapter of the Woman's Auxiliary of the Motion Picture Industry. Others taking office were Mrs. Ora Johnson, first vice-president; Shirley Folse, second vice-president; Mrs. Imelda Giessinger, treasurer; Mrs. Marie Berglund, corresponding secretary; Mrs. M. Kelly, recording secretary; Mrs. Connie Aufdemorte was the outgoing president.

Joseph Bronstein has been named general manager of the East Hartford Family Drive-in, South Windsor, Conn., succeeding Teresa Locatelli, resigned.

Charles Thoma, owner of the Hartford Theatre, Hartford, Wis., and Tom Burg have taken over the operation of the Slinger, Wis., Drive-in.

N. E. Allied Contacts Membership Drive

BOSTON, June 22—Independent Exhibitors, Inc., of New England, a unit of Allied States, is conducting an extensive membership drive in an effort to sign every independent theatre owner in the five New England states. Edward Lieter, president, and Carl Goldman, executive secretary, are making plans to travel through New England to contact exhibitors personally.

Lieter stated that "only through a strong exhibitor organization can we hope to survive in the face of higher film rentals, fewer pictures, print shortages, advertising legislation, the threat of toll TV and other seriousills confronting exhibitors."

Israeli Censorship Code Completed

Special to THE DAILY

TEL-AVIV, June 22—Thirteen principles, worked out by the Israeli board of censors, have been incorpo-

rated into the nation's censorship code which is expected to be signed by the Minister of Interior this week. In the event of the principles are violated, foreign or local films may be banned after the code comes into effect. The taboos fall under the following headings: Infringement of religious sentiments or tradition; desecration law enforcement, officials or judges; creat-

ing false fears, of peace, tracking beliefs, truth, justice; depicting murder, theft; cursing or disgusting habits; cruelty, showing scenes in the next 10 years; showing use or sale of opium; depicting prostitution, sexual perversion, white slavery; insulting foreign states; propaganda.

Board of 14 Members

A 14-member board of censors will be appointed including representatives of the Ministry of Interior, Ministry of Religious Affairs, psychologists, artists, stage producers and three representatives of the general public.

The code also is expected to apply to stage performances.

'Stranger' Slogan Welcomes Visitors

Visitors to New York are being welcomed "Not As a Stranger But As a Friend" as a result of a campaign launched jointly by the New York City Summer Festival and the Capitol Theatre on Broadway this week. "Mr. As a Stranger" will have a preview June 28.

Every 100th visitor to the city each day will receive two tickets to the city to see "Not As a Stranger." All 23 points of entry to the city, bridges, tunnels, subways, airports, rail-

way and bus terminals—have been covered with posters proclaiming: "Welcome to New York City Festival, Not As a Stranger But As a Friend." Another greeting stretches across Broadway at 51st Street, where a banner announces a similar welcome.

House Votes Customs Procedure Measure

WASHINGTON, June 22.—The House passed and sent to the Senate the administration's bill to simplify U.S. customs procedures.

The House passed the bill by voice vote, after defeating a motion to knock out a key section changing the method for valuing imports. Senate Finance Committee chairman Byrd (D., Va.) has promised early hearings on the plan.

Tax Postponement Hearings June 27-28

WASHINGTON, June 22.—The House Ways and Means Committee announced hearings for June 27 and 28 to enable the national government to postpone taxes on money put aside each year into voluntary pension plans and retirement funds.

The scheme has been supported in the past by many segments of the entertainment industry, who argue that it would help ease the tax problems of persons with fluctuating incomes. The Ways and Means Committee said groups interested in testifying should write the committee by Wednesday.

Cinerama Pays Off Original Bank Loan

Cinerama Productions Corp., which produced "This Is Cinerama" and "Circus," has repaid the New York, Detroit, Hollywood and Chicago Cinerama theatres, will pay off in full today the original $100,000 loan at the Bankers Trust Co.

On July 1, Cinerama Productions Corp. will redeem its debenture bonds Series "C" and "B" in the amount of approximately $125,000, due on that date. Series "A" debenture bonds in the amount of $200,000, which were due Dec. 1, 1954, were paid off last year.

Bogart Libel Suit

Humphrey Bogart yesterday filed a $1,000,000 libel suit in federal district court here against Rave Publishing Corp. and others due to an article that appeared in "Rave" magazine last May titled "Pigs in Paris."

TOA, Decca Record Tieup

As a service to its membership, the Theatre Owners of America has combined an agreement with Decca Records whereby theatres will be able to secure 10 unbreakable records suitable for use between film presenta-

tions, breaks and between shows at wholesale cost of $6 to TOA members.

The special package, announced for the first time in the TOA's monthly bulletin released yesterday, includes 10 unbreakable records (20 selections) and are recorded at 45 rpm.

Along Nationalistic Lines

The selections include "Cockles & Mussels" and "The Rose of Tralee" by Peter Yorke and his concert or-

chestra. Productions, brought by Milton Munk-

kski, and "None But the Lonely Heart" by Freddy Gardner; "Gribiri-

ban" and "Funiculi Funicula" by Car-

melo Cavallaro; "Sleeping Beauty" by Borah Mine-

vitch and his Harmonicats; The Blues Bells of Scooter; "Irvin "Back to Me Only With Thine Eyes" by Clori- 

ter; "Come Back to Sor-

ento" and "Oh Marie" by Carmen Cavallaro; "Evening Prayer" and "Lose Chord" by Jesse Crawford; "Elegie" and "Himmoresque" by Art 

Tam, "Nations, lost to the United States, is conducting an extensive membership drive in an effort to sign every independent theatre owner in the five New England states. Edward Lieter, president, and Carl Goldman, executive secretary, are making plans to travel through New England to contact exhibitors personally.

LJeter stated that "only through a strong exhibitor organization can we hope to survive in the face of higher film rentals, fewer pictures, print shortages, advertising legislation, the threat of toll TV and other serious ills confronting exhibitors."
MAGIC FIRE
YVONNE DECARLO, CARLOS THOMPSON
RITA GAM, VALENTINA CORTESE
AND ALAN BADEL
TRUCOLOR BY CONSOLIDATED

LAY THAT RIFLE DOWN
JUDY CANOVA, ROBERT LOWERY, JIL JARMYN

THE GREEN BUDDHA
WAYNE MORRIS, MARY GERMAINE

MYSTERY OF THE BLACK JUNGLE
LEX BARKER

CROSS CHANNEL
WAYNE MORRIS, YVONNE FURNEAUX

HEADLINE HUNTERS
ROD CAMERON, JULIE BISHOP, BEN COOPER

THE LAST COMMAND
STERLING HAYDEN, ANNA MARIE ALBERGHETTI,
RICHARD CARLSON, ARTHUR HUNNICUTT,
ERNEST BORGnine
TRUCOLOR BY CONSOLIDATED

FLAME OF THE ISLANDS
YVONNE DECARLO, HOWARD DUFF,
ZACHARY SCOTT
TRUCOLOR BY CONSOLIDATED

TWINKLE IN GOD’S EYE
MICKEY ROONEY, COLEEN GRAY,
HUGH O'BRIAN, JIL JARMYN

THE DIVIDED HEART
CORNELL BORCHERS, YVONNE MITCHELL,
ARMIN DAHLEN

SECRET VENTURE
KENT TAYLOR, JANE HYLTON

DOCTOR IN THE HOUSE
TIMBERJACK
THE ETERNAL SEA

Now in release

LOOK TO REPUBLIC FOR
for July
for August
THE PICTURES YOU WANT!

for September

A MAN ALONE
RAY MILLAND, MARY MURPHY, WARD BOND
TRUCOLOR BY CONSOLIDATED

THE VANISHING AMERICAN
SCOTT BRADY, AUDREY TOTTER, FORREST TUCKER
TRUCOLOR BY CONSOLIDATED

MAN TO MAN
ROD CAMERON, JULIE LONDON, BEN COOPER

JAGUAR
SABU CHIQUITA, BARTON MACLANE

TRACK THE MAN DOWN
KENT TAYLOR, PETULA CLARK

TANGABUKU
TRUCOLOR BY CONSOLIDATED

NO MAN'S WOMAN
CIRCUS GIRL
COME NEXT SPRING
JESSE JAMES
WAS MY NEIGHBOR

in preparation

THE MAVERICK QUEEN
HIGH IRONS
LISBON
ANNIE JORDAN
THE LONG WATCH
HEART STRINGS

SANTA FE PASSAGE
I COVER THE UNDERWORLD
DON JUAN'S NIGHT OF LOVE

CITY OF SHADOWS
THE ROAD TO DENVER
DOUBLE JEOPARDY
Pinkeye Confirmed
As C.E.A. Secretary

By PETER DUNRUP
L.L.A.N.D.I.D.O, WALES, JUNE 26—The appointment of Ellis Pinkeye as the new general secretary of the Motion Picture Exhibitors Association of America yesterday was announced by the C.E.A. general council at its meeting here today. Pinkeye, who is a former assistant secretary, succeeds the late Walter Fuller.

Rank

(Continued from page 1)
to his own control of the Odeon Theatres Group, for which reason, he said, the C.E.A. would make clear the reasons for my interest in the cinema industry and my present position.

The Rank group has a 25 per cent interest in the Schlesinger African Consolidated Theatres, in which Rank helped Fox to acquire the 20 per cent interest.

Stating that his personal aim throughout has been to “improve the quality and entertainment value of British films, to increase the number produced and to secure the widest possible exhibition market for them,” Rank said he had “always believed that this was vital importance to the nation both financially and economically, and also with regard to British cultural and social relations with people throughout the world.”

“The achievement of my aim,” his statement continued, “necessitated considerable development of the cinema industry, so Odeon Theatres is now the parent company of a group of companies in the exhibition industry, circuits, circuits abroad, distributing and producing companies, studios, management teams, and the like, employing total capital of over £45,000,000 ($125,000,000).”

“As it is essential that control of the company remain in British hands,” the Rank statement said, “I have given long thought to the best method of achieving this object, particularly upon my death.

“Accordingly, two years ago I reorganized my affairs in private companies and announced my intention of placing the Odeon Cinema holdings, which, in turn, were controlled by my wife and myself. At a result, control of the voting power in the company is now vested in a company limited by guarantee, without share capital, whose main object is to superintend and encourage the British film industry.

“The right to receive the major part of dividends from the Odeon Group now vested in the trustees authorizes them to apply the proceeds to charitable purposes. Directors and trustees are Lord Mackintosh of Halifax, John Davis, professional advisers and myself.

“Neither Mrs. Rank nor I retain any financial or voting interest in the Odeon Group for our personal use.

“As a result of this reorganization, control and operation of the Odeon

Ohio Censor Hearing

(Continued from page 1)

made by the employees of the division.

Mosher also said he will ask State Auditor James A. Rhodes whether salaries and conditions for those who have been “properly” paid during the past six months.

Mosher said he had sent registered letter of invitation to three operators employed by the censor board to appear voluntarily before the committee to discuss the handling of the film clips to the House judiciary committee, which has approved the proposed censorship bill. He said, however, that he will not replies from any of the three and will subpoena them.

In final testimony before the educational committee, Robert W. ITTO, secretary, said, “I don’t see how ‘Blackboard Jungle’ could be banned under the proposed bill.


Hutchinson Heads

(Continued from page 1)

mount here for the past 14 years, serving as director of sales since 1946. Prior to entering Paramount he was with Radio City Music Hall, Perkins, who made the appointment, will return to New York on Saturday.

Group will be unaffected by his death, and the company is established in British hands for the future,” the Rank statement concluded.

It was made clear that the Odeon Group is not affected by any deal concluded between 20th-Fox and Schlesinger, but that the negotiations directed at the deal precipitated the Rank statement.

It is understood here that nothing in the statement is intended to suggest that Rank has any plan to retire from the Odeon Group at this time.

Toll TV Issue

(Continued from page 1)

Radio Co., one of the three firms pursuing a toll-TV system, notified the FCC that it had examined the complaints of the C.E.A. for 10 weeks, and had concluded that there was no basis for the complaints.

A representative of the C.E.A. had given the committee’s petition, filed by attorney Marcus Cohn, pointed out that the three proponents of toll television, while agreeing that the new toll television system would bring added jobs and income to the country, would not be added to the new service. Moreover, it said, each company proposes different technical techniques for transmitting the signal.

“Tremendous Burden”

“The voluminous nature of the comments and the variation in the views expressed by the proponents as well as the FCC are presented to them a tremendous burden on those who now desire to file answering comments,” the petition stated. It declared that each of the three systems must be analyzed separately and then compared with each other. A great number of the contentions made by the parties conflict with each other, and certain statistical errors, and further, the petition further declared.

A postponement, the FCC was told, “will enable the petitioners to go over some of the arguments and to prepare the matter more detailed and thorough analyses of the proposals advanced by the proponents.”

N.E. Deliveries

(Continued from page 1)
drivers, pending the signing of final contracts by all the units of the huge Local No. 25, Transport Union.

Meetings between truck owners and the union are continuing night and day in an effort to come to an agreement on fringe benefits, retroactive pay, etc.

Heineman

(Continued from page 1)

Heineman, who has been in the film industry for many years, was born in Austria, where he became one of the most successful producers in Europe. He came to the United States in 1920 and has been active in the film industry ever since.

In addition to his work as a producer, Heineman has been active in the film industry as a director and writer. He has directed over 100 films and has written over 20 screenplays.

Heineman is a member of the Academy of Motion Picture Arts and Sciences and has received several awards for his work, including an Academy Award nomination for Best Director.

Heineman currently resides in Beverly Hills, California, where he continues to work on various film projects.

Kingsley Asks

(Continued from page 1)

large British films which do very well in the United Kingdom, do not do relatively well, as on the whole, the British films. The NFCC, in response to a question, said he felt it was not due to “inconsistency” on the part of the American industry, but rather to other factors such as preference and American audiences.

Kingsley then pointed out that unlike American audiences, British patrons accept American product just as readily as British product. However, he stated, it may be difficult to get a true picture of American tastes as so many British pictures do not get national distribution, which Kingsley attributes to the high cost in the U.S. TV market, Kingsley replied "clearly the TV market cannot be ignored. In the United Kingdom, the BAFTA, which is similar to the Academy Awards in the U.S., awards British films with no distinction made between foreign and domestic films. In addition, the British film industry is highly competitive, which helps to ensure that British films are given a fair share of the market."
Five on Docket
Hope to Finish Trade Parleys By Next Week

Berger Notes Definite Gains Since the Talks

The remaining film companies slated to meet with the joint Allied States-Theatre Owners of America committee will do so next week, with definite meetings scheduled with Allied Artists, Republic, and Universal. A committee spokesman said a meeting also has been set with Warner Brothers for Wednesday, but confirmation could not be obtained of such a conference from WB officials.

It is understood that the committee also plans to hold a meeting with United Artists, based on a previous statement of TOA president E. D. Martin. UA officials declined comment yesterday on whether a definite meeting date had been set.

Meanwhile, Ben Berger, a member of the joint exhibition committee, reached by a Motion Picture Daily field correspondent in Minneapolis, said he thought that the WB meeting has

Reaching Stalemate In Laboratories’ Labor Situation

A cut-down of processing at film laboratories in the East was reported here yesterday as negotiations with Local 702, IATSE, representing the laboratory workers, were said to have reached a “stalemate.”

The decline in processing, according to a spokesman for DeLuxe Laboratories, is caused by union-imposed “restrictions,” barring overtime work beyond the eight-hour day, in addition to excluding work on Saturdays and Sundays. The DeLuxe spokesman said overtime currently is

Col’s Phone Stunt ‘Snowballs’ Here

A new avenue of promotion has been opened by the reported success of Columbia Pictures’ “Call Jimmy Stewart,” a plan whereby a person calls a phone number and hears the actor, via a recording, plug his latest

Greater Selectivity Poe Is Given Broad Powers In IFE Setup

By DR. ARCEO SANTUCCI
ROME, June 23.—Broad powers have been extended to Seymour Poe, recently named executive vice-president of IFE Releasing Corp. At a meeting of Italian Films Export board of directors here, which was attended by Poe, the American executive was given complete autonomy to select the Italian pictures which he believes to be suitable for U.S. distribution, as well as production from other countries. In addition, it is reported here, Poe has been given the authority to effect a reorganization of the distribution company.

The autonomy apparently was justified upon Poe who reportedly was bought an over-supply of Italian product which had only remote possibilities of returning a profit from the U.S. IFE, it was said, had wanted.

(Continued on page 7)

Schimel to Testify On Trust Damages

From THE DAILY Bureau
WASHINGTON, June 25.—Adolph Schimel, of Universal Pictures, head of the Motion Picture Association’s law committee, will testify before a House Judiciary subcommittee next week in support of legislation to give Federal courts authority to award less than treble damages in private anti-trust suits.

Schimel already testified before the subcommittee in favor of the legislation during hearings on general anti-trust problems. Now the subcommittee is holding hearings specifically on this proposal.

Allied States general counsel Abram F. Myers is scheduled to appear in opposition to the proposal.

(Continued on page 7)

Ohio Censorship Bill Seen ‘Dead Issue’ Barrng ‘Coup‘ Adjournment Tonight

Special to THE DAILY
COLUMBUS, O., June 23.—Film censorship in Ohio, according to present indications, will be a “dead issue,” at least until the next session of the legislature, unless Gov. Frank J. Lausche and his censorship supporters can pull a last-minute coup before tomorrow night, scheduled time for adjournment. Republican majority leaders have agreed to keep the censorship bill in committee, not permitting it to come to a vote.

Sen. Charles A. Mosher, chairman of the education committee and strong foe of censorship, yesterday staved off last-ditch attempts of the Democratic minority to force a vote on the measure.
Personal Mention

MAX YOUNGSTEIN, United Artists vice-president, will leave New York this week to spend the summer in Hollywood.

Jack L. Stevenson, Paramount branch manager in San Francisco; Harry Hamburg, manager in Kansas City; William H. Healy, New Orleans, and Ed G. Cheadle, Jacksonville, will come to New York over the weekend from their respective headquarters.

Martin Quigley, Jr., editor of the "News," of Charlotte, has returned there from Hollywood.

Burt Lancaster will leave New York early tomorrow aboard the "United States" for Europe.

Russell Holm, Paramount Eastern production manager, will leave New York on Monday for Rome.

P. T. Dana, Universal Pictures Eastern sales manager, has returned to New York from Pittsburgh.

Stanley Kramer will arrive here tomorrow from Europe.

Ross Hunter, producer, will arrive here tomorrow from the Coast.

Coney Returns from Compo Coast Talks

Robert W. Coney, special counsel to the Council of Motion Picture Organizations, will return to New York to-morrow from a week's visit on the West Coast. Coney conferred with Elmer Chappell, president of National Theatricals and chairman of Compo's Audience Awards Poll, and with Friendly, regional representative of the Compo triumvirate, who has been recuperating from a recent illness at Palm Springs. He also conferred with studio heads on cooperation with the Audience Awards and reported an enthusiastic response.

'Beneath Sea' Hits Top Gross Class

Columbia Pictures reported yesterday that first returns from its multiple-dating, saturation promotion campaign for "It Came from Beneath the Sea" showed the film getting top grosses. A tabulation of more than $19,000 was reported from the Paramount in San Francisco for the first four weekdays of the run, while the Denver in Denver and the Times in San Francisco had grosses of $2,100 and $3,300 in the same period, the company said.

Approves Garage Bill

COLUMBUS, O., June 25—Ohio announcement of Representative approved 91-41, a bill to construct a 1,000-car underground parking garage at the State House in the heart of the down town theater district. Earlier the Senate had approved the measure. Gov. Lehman is known to oppose the project, but it will be sufficient votes to override a possible veto.

NBC-Korda Deal

Not Yet Finalized

Negotiations are still under way between the National Broadcasting Co. and Sir Alexander Korda where-the-television network will pay for the film, "Richard III," for its first showing in this country, according to a spokesman for NBC. A letter between Morris Helpern, president of London Film Productions, Inc., representative of Screen Gems, and London, which stars Laurence Olivier, will be released at some time next week.

The NBC spokesman yesterday said that a purchase price of "Richard III" has not been agreed upon. He did say that negotiations between Korda's "The Constant Husband" for a first showing in this country on Oct. 9 for a reported price of $200,000. It is reported that after the TV premiere of "Richard III," Helpern plans to exhibit the picture on a two-day road show basis.

WCBS-TV Acquires Seven Korda Films

WCBS-TV, New York, key station of the Columbia Broadcasting System, has acquired seven television motion pictures from Alexander Korda seven films, three of which were made this year and will have their world radio, paid for under "The Early Show" in the autumn. These three films have never been shown theatres or on television before to CBS. They are "Where There's a Will," "Windfall" and "Police Dog." The remaining four films are "The Holly and the Ivy," "Fighting Pimpernel," "Mr. Deming Drives North" and "Hone at Seven.

Coney Acquires

For 'Foy' Premiere

A committee of top show business personalities with Bing Crosby as chairman has been formed with leaders of the industry to present the "Foy" premieres for the New York benefit premiere of Paramount's "The Seven Little Eatons" for the Criterion Theatre on Wednesday. All proceeds from the premiere engagement of this "Foy" picture will be from the Technicolor will be turned over to United Cerebral Palsy.

Coney has agreed to confine the committee comprises the following following the headline: Jack Benny, Vivien Blaine, Victor Borge, Burt Hanger, Virginia Graham, Margaret Hayes, Lena Horne, Warren Hull, Dennis James, Grace Kelly, Erle Ket, Tess and Jimmy McCurry, Ilse Butler, Neff, Jane Pickens, Maria Riva, Hazel Scott and Herb Sheldon.

"Television" of Arlene Francis and Betty Furness head a special woman's committee, and Leonard Lyons of the New York Post is chairman of a subcommittee and the premiere committee is General James H. Doolittle, working with him is General Lucius Clay.

Services Today for Mrs. Budd Rogers

Funeral services will be held today at 2:30 P.M., for Mrs. Budd Rogers, 50, wife of Budd Rogers, veteran industry executive, who died last night after a long illness. The services will be held at the Riverside Funeral Home. She also is survived by a son, daughter, brothers and a grandson.

Cinerama Acquires

The Vitarama Corp.

Licensing Company

Hazard E. Reeves, president of Cinerama, Inc., equipment producing firm, announced yesterday the acquisition of Vitarama Corp., Cinerama patent licensing company. Formulation of a closing will be concluded next Tuesday.

"The move is a step in consolidating Cinerama operations and simplifying corporate structure," Reeves said. "A careful study of all Vitarama plans will be undertaken, including those unrelated to Cinerama. We expect to continue to further develop the Cinerama Corp.," he declared.

Announcements of further plans may be made within 30 days, it was stated.

Coney Island Host

To Newsreel Men

The Coney Island Chamber of Commerce will play host to the working newsmen of radio, newspapers and television next Monday, it was announced here yesterday by the Radio-Newsreel-Television Working Press Association.

After a dinner, the entire facilities of the playground will be turned over to the newsmen. This will mark the third time that the R-N-T Working Press Association will have been feted by its friends in industry and public relations.

Brandt Adds Drive-In

HARTFORD, June 23—Poniquock Drive-in Theatre Corp., a newly-formed Connecticut corporation, has released time the Bridge Drive-in, Groton, formerly operated by the Associated Management Corp. Harry Brandt, New York theatre owner, is listed as president of the new firm, with Richard Brandt as vice-president and Vivian Gruber as secretary.

Crane Celebrates

Paul Crane, chief of Loew's International Corp.'s traffic department, will have a double celebration on Sun-
day, the 34th anniversary of his silver wedding anniversary and his 35th year with the Loew organization.

$8,130 for "Summertime"

Opening day of United Artists' "Summertime" at the Astor Theatre here scored a near-record gross of $8,130, UA reported yesterday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Robert J. Schiller, Director

"LOVE ME OR LEAVE ME" IN CINEMASCOPE AND COLOR STARRING

DORIS DAY • JAMES CAGNEY

Directed by Mervyn LeRoy

Hollywood Golden Ticket and Spectacular Stage Presentation
Motion Picture Topos in Mexico by 9 to 1

Over Other Media, Official Report Shows

MEXICO CITY, June 23.—That pictures are more than ever Mexico's top paid public benefactor was manifested by the announcement of the National Statistics Department that during May the 132 cinemas here attracted 5,466,137 paying customers.

The 5,466,137 figure was made possible by the volume of business done last month by all other public amusement centers. 'Freedom Road' for Warner Bros. and "The Duke," a Tom Sawyer-type picture, propped together, the report stressed. In May, local legitimate theatres drew 215,802 paying patrons, the two bullfight rings only 136,572, and other media of entertainment, including baseball and soccer football, attracted 273,297 patrons.

M-G-M Workshops Concluded

Exhibitors Using Ticket Selling Ideas, Simons Says

By LESTER DINOFF

Information gleaned at the M-G-M's Ticket Selling Workshops has been put to practical use and exhibitors who have attended the 24 "laboratories" are cashing in on the promotional ideas that have been projected.

Johnston to Coast

On Two Weeks Trip

WASHINGTON, June 23. — Motion Picture Association president Eric A. Johnston is scheduled to leave here Monday for two days on the West Coast.

He'll be in Seattle and Spokane next week and will visit a number of theatres in Hollywood for or three days the following week, en route back to Washing-

ton. MPAA officials said the Hollywood trip was prompted by "routine matters, nothing special."

SPG, SAG Expected

To Endorse the PCA

From THE DAILY Burea

HOLLYWOOD, June 23. — The Screen Producers Guild board of di-
rectors, who met here last Friday, is expected to endorse the Screen Directors Guild resolution adopted June 14 and which praised the Production Code Administration, Dr. Edward Shurtleff, and urged the Association of Motion Picture Pro-
ducers to "improvisely resist any and all overtures to any and all acquiescences to any unwarranted or unjustified demands for changes in the code which already have a Code certi-
ficate."

The Screen Actors Guild board, which will meet in two weeks, is ex-
pected to endorse the SAG resolution.

Fairbanks to Make

4-Reeler for WB

HOLLYWOOD, June 23. — Signing of a contract with Jerry Fairbanks Pictures for filming of a four-reel featurette in Warnercolor titled "Freedom Road," for Warner Broth-
ers pictures, was reported.

Depicting scenic and historical high-
lights of the nation's most-traveled places, "Freedom Road" will be released in the Fall.

O'Dwyer Office Mum

On Report of Picture Financing in Mexico

Special to THE DAILY

MEXICO CITY, June 23.—Although the word of William O'Dwyer, former mayor of New York City, will make no comment, it is reported that O'Dwyer is participating in film financing.

The reports are that O'Dwyer has provided an unspecified amount of funds for the production of one of the many low-budget Western type pictures, starring Jagema Dillan, the Polish-Italian beauty who is a big name in Mexican films; Andy Russell, and En-
rine Rambal, Jr. The ex-mayor and ambassador's partnership is with the Rodriguez Brothers, producers. The picture is scheduled to start on Mon-
day at the Churubusco studios here.

The tentative title is "Primavera en el Corazon" ("Spring in the Heart"). It will be in color and CinemaScope. It is reported that the picture will decide other cash cooperations by O'Dwyer with the Rodri-
guezes, or other Mexican producers.

Reported Seeking Dancer

O'Dwyer and the Rodriguezes are reportedly negotiating with Katherine Dunham, now here for a week's enga-
gen with her ballet, to start in another picture.

Application for credit for this pic-
ture is being considered by the antici-
patory payment association of Mexico, the semi-official organization that controls distribution of Mexican pictures abroad.

Mexican Gov't May

Enter Pay Dispute

Special to THE DAILY

MEXICO CITY, June 21.—Mexi-
can producers are moving to ask Labor Ministers Adolfo Lopez Morales to arbitrate the conflict resulting from the wage demands sought by players, musicians, technical and manual workers.

The motion picture producers, who are faced with a threatened strike on July 1 unless the hike demands of from 12.5 to 50 per cent are accommodated, contend that their income is being curtailed by foreign films which frequently draw all but three first-run theatres here.

May Approach MPAA

It has been reported that the Mexican producers association will ask the Motion Picture Association of Amer-
ica and its president, Eric Johnston, to prevent American producers from using Mexican locations in Mexico during the labor dispute.

The producers have appointed Gregoria Wallenstein, Mario Zacarias, Adolfo Lazaro, and Valentin Gascon as their representatives at the intended talks with the Labor Ministry.

Set Hearing on

Drive-In Receiver

HARTFORD, June 23.—Superior Court Judge James C. Shannon will hold a hearing tomorrow on appointment of Michael Radin, attorney, as temporary receiver for the Pike Drive-In, operated by the Pike Frontier Theatre Corp., operators of the Pike Drive-In, Newington, Conn.

The receivership was moved on an application of Louis B. Rogow, one of the partners, who charges that the corpora-
tion is solvent but that its assets "are in danger of waste."
The PRIVATE WAR OF MAJOR BENSON

PRINT BY Technicolor

HAPPILY YOURS FROM UNIVERSAL-INTERNATIONAL

CHARLTON HESTON • JULIE ADAMS

with WILLIAM DEMAREST • TIM CONSIDINE • SAL MINEO • NANA BRYANT • MILBURN STONE • MARY FIELD

Directed by JERRY HOPPER • Screenplay by WILLIAM ROBERTS and RICHARD ALAN SIMMONS • Produced by HOWARD PINE

...THE EXHIBITORS!

"U-I has a picture with that magic appeal for each member of the family." David B. Wallerstein
Balaban & Katz Theatres Corp.

"Terrific entertainment that every exhibitor will be happy to play. You won't have an unsatisfied customer." Abe Berenson
President of Allied Theatre Owners of the Gulf States

"Spontaneous audience approval reminded me of days when Harold Lloyd was at his best." Leon Robertson
Fox District Manager

"Splendid entertainment for all ages." James Coston
Standard Theatres of Wisconsin and Coston Enterprises

"We have nothing to fear from TV as long as Hollywood keeps making such pictures." Tom Lucy
Exhibitor's Service Co.

"A fine picture that is destined to win the public's acclaim." Jack Kirsch
Allied Theatres of Illinois

"Has all the ingredients the mass public expect in a fine picture." Page Baker
Theatres Service Co.

"Refreshingly different thanks to its heart-warming humor. Should win the cheers of every age-group and every class of movie-goers." S. B. Greiver
Greiver Booking Circuit

"One of those gems of a story that comes along altogether too seldom. Sure to result in outstanding business." Russell Hurt
Alger Theatres

CHARLTON HESTON • JULIE ADAMS

with WILLIAM DEMAREST • TIM CONSIDINE • SAL MINEO • NANA BRYANT • MILBURN STONE • MARY FIELD

Directed by JERRY HOPPER • Screenplay by WILLIAM ROBERTS and RICHARD ALAN SIMMONS • Produced by HOWARD PINE
"You've kind of got to see this picture to believe it...to believe how good it is!"  
Motion Picture Herald

"A welcome, wondrous piece of entertainment, reminiscent of 'Going My Way'...Tim Hovey makes it a must for everybody."
Showmen's Trade Review

"A must-see movie...should even lure lazy TV audiences back to the movie theatres!"
Film Daily

"Destined for important playing time...the whole family will love this good, clean fun!"
Motion Picture Daily

"Heart-warming...especially sure-fire for family trade!"
Daily Variety

"Packed with laughs and mass-appeal...Tim Hovey is a cinch to win the heart of every mother and father in the audience!"
Hollywood Reporter

A few patron comments that strike at present industry problems.

CLEVELAND: Hippodrome
"I would start again and go every week to see a show like this."
"Something you can’t see on TV."

PHILADELPHIA: Esquire
"More like this and we'll come to the movies rather than stay home and watch TV."

JACKSONVILLE: 5-Points
"A first rate movie for a change worth leaving your TV to see."
"I expect to see this again."

ATLANTA: Loew's Grand
"If more movies were like this one TV would go out of business."

TOLEDO: Rivoli
"Excellent! I must see it again."

and meet TIM HOVEY

"brightest juvenile talent introduced to the screen in years!"
Motion Picture Herald
**In the THEATRE Equipment & Refreshment World...**

- **with RAY GALLO**

**THE Rayton Screen Corp., Brodor, has developed Protective Coatings, Inc., Tampa, Fla., to market “Cinemaplastic,” the drive-in screen coating. Announcement was made jointly by Alfred C. Bergman, president of Protective Coatings, and Leonard Satz of Rayton to the effect that the latter firm will offer the coating as a regular part of its complete service to drive-in theatres. “Cinemaplastic” is a vinyl plastic in liquid form, designed for spraying on any type of surface. It is said to allow tough flexible skin which adheres to and then expands and contracts with the surface.

A new line of products for motion picture and television animation production, recently introduced by S.O.S. Cinema Supply Corp., New York, includes an animation stand. Called “Tel-Animastand,” (see photo) it has a camera frame that is joined to a moveable, counter-balanced vertical carriage which photographs the screen work. Optical effects are achieved by moving the camera to-ward or away from the table, which turns a full 360 degrees. Among other features is an Acme Peg Bar registration system, a Pantograph, a zoom assembly, a table for art work up to 18 by 24 inches in size; a shadow board with built-in matte device. Sold as an accessible to the stand is a new hot press called the “Tel-Animprint.” It uses heated fenders’ type impressed upon color foil to produce advertising copy, titles, crawls and flip cards.

RCA has announced plans for a comprehensive promotional program to help exhibitors tell their patrons the advantages of “push-back” theatre chairs. The chairs are manufactured by the Griggs Equipment Co. and distributed by RCA theatre supply dealers. The special campaign will provide exhibitors contracting for new installation of “push-backs” with a variety of advertising and promotional aids for use at the neighborhood level.

National Theatre Supply has a new single-phase selenium plate rectifier designed especially for drive-in “which must use powerful lamps to project to large screens but which do not have three-phase current readily available.” It is designed for efficient burning of 10mm and 11mm regular carbon and 10mm “Hexite” carbons.

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**Reviews**

**“The Dam Busters”**

(Warner Brothers)

**Hollywood, June 23**

Here is an exciting, dramatic film account of Paul Brickhill’s novel, “A Wing Commander Gibson’s ‘Enemy Coast Ahead,’” produced in England, which describes the development and use of an unusual bomb to destroy Germany’s Ruhr dams in World War II. Richard Todd and Michael Redgrave, two good war-namees, add stature to this English import with their ingratiating, forthright approach to the solution of the problem of performance by the bomb.

Michael Anderson’s direction of R. C. Sherriff’s screenplay is at once human and fictional, with the elements of both woven together for the panoramic effort related to this important incident of the war. His direction of character for the large supporting cast of all male principals fills the film with natural quality.

It evolves as a simple study in scientific principles which will tickle the minds of young and old alike, especially when viewing the trial and error tests of the theory that circular bombs, dropped from low-flying planes, would skip over water. Not only does it bring reality as we experience the “bouncing ball” attack on the Ruhr dams.

Michael Redgrave is depicted as the scientist who persevered in his plan to break the dams which would kill the German steel mill power and water and thereby shorten the war. Richard Todd portrays the R.A.F. wing commander chosen to select and train the flight squadron for the mission.

Erwin Hillier’s camera work, and the music composed by Leighton Lucas are noteworthy assets to the production. Robert Clark produced the film for David O. Selznick.


**SAMUEL D. BERN**

**“It Came from Beneath the Sea”**

(Columbia)

THE science-fiction and horror fans should find this thriller an incredible monster made-to-order. The story tells of a “thing” that is reactivated by the H-bomb experiments. “It” roams the Pacific in search of food—human or otherwise.

When a small part of the “thing” gets entangled in an atom submarine, two scientists are summoned to determine its nature and origin. When they realize the staggering proportions of the monster, an intensive search is begun. Reports from various parts tell of missing people and lost ships. When the monster’s location is more or less pinpointed, headquarters are set up in San Francisco.

The picture’s most exciting moments develop when the “thing” appears at the Golden Gate Bridge. Not only does it crush the bridge, but also wends its way to the waterfront where buildings, cars and people are crushed beneath its tentacles. Flame throwers push it back into the sea, but its destruction is still to come. It can be killed only, when hit in one vital spot above the eyes. The first finally is accomplished with a harpoon.

Although the theme is not unusually original, the picture maintains an exciting pace and the special effects are fascinating. Screenplay writers George H. Kimball, Eugen Reaves and J. W. R. Raymond have injected a romantic triangle, a hero and heroine, to liven it up. Richard Denning, Donald Curtis and Kenneth Tobey as the submarine commander. They all perform very well. The monster is still to come. It can be killed only, when hit in one vital spot above the eyes. The first finally is accomplished with a harpoon.

Running time, 80 minutes. General classification. For July release.

**“Creature With the Atom Brain”**

(Columbia)

A STANDARD science-fiction thriller, “Creature With the Atom Brain” is reminiscent of the once-popular serials. It is well packed with all sorts of pseudo-scientific dialogue. The kids should get a few thrills from the incredible situations.

Richard Denning is in charge of the police laboratory and links two apparently disconnected murders to dead men. It seems that a deported monster has returned to the country intent on murdering the men responsible for his plight. He brought along a famous scientist with him and the fantastic scene with the aid of stolen corpses from the morgue. He charged these bodies with atom rays, brings back to life into them, and controls their movements from a secret hideaway. He also enables them to speak and to fight him with their “super-brains.”

However, fingerprints are left at the scenes of the crimes which are the first clues to the madman’s apprehension. In various other ways Denning deduces the method of the murders and with the aid of the Army have to track the source of the crimes. To prevent discovery, the gangster kidnaps a fellow detective, makes him a “creature” and thus tries to kill Denning. The plot backfires and the climax finds a whole corps of criminals battling the Army and the police hero Denning ends the entire project with one fell swoop.

The acting is adequate and Edward L. Cahn’s direction keeps the action moving. The unknown supporting cast includes Angela Stevens as Denning’s wife, S. John Lammer the cop-turned-creature, Michael Grauber the monster and Gregory Gay the scientist. Curt Siodmak, noted for his “Donovan’s Brain,” wrote the story and screenplay. It is a Clover Production.

Running time, 70 minutes. General classification. For release in July.

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**TENT TALK**

**Variety Club News**

ALBANY — A meeting of the Albany Variety Club Tent will be held on Monday when chief Barker George H. Schenck will submit a revised plan for new club headquarters in the former Park Hotel. Larger space is available.

PITTSBURGH — Tent No. One here again will sponsor Camp O’Connell for local and district youngsters. The camp will open on Sunday. The co-chairmen are M. A. Silver, Harold C. Lund, Dr. Albert I. Wise and the Rev. Daniel Brenan, all of whom will be in charge of the opening day ceremonies.

CHICAGO—Tent No. 26 here has scheduled a weekend outing at Elk Grove Park 8 and a golf tournament on Aug. 12 at St. Andrews Country Club.

CINCINNATI—A camera crew from Hollywood headed by producer Ralph Staub will arrive here today, to shoot Cincinnati Variety Club activities for the forthcoming Technicolor short “The Heart of Show Business” for international release upon completion. The хочет will be 45 in the United States in addition to tents in Japan, India and Europe wherever Variety Clubs are located. Cincinnati Tent No. 3 was the third club to be formed and was given its charter 25 years ago.

**TOA Trade Show to Feature New Lines**

A special section to be devoted exclusively to new products and equipment developed in the past year will be a feature of the trade show of the Theatre Owners of America annual convention in Los Angeles in October. Otlin Exhibitions, the organization which is handling the events, will be held at the Los Angeles Biltmore Hotel. is setting up an area to be devoted to the presentation of new merchandise.

The convention co-chairmen, Lester Kropf, Ernest Stellings and Joseph Rosenfield, are putting special emphasis encouraging manufacturers and dealers who are offering new products to display them at the show.

**30 Years With Fox, Lee to Be Feted**

J. J. Lee, 20th Century-Fox Detroit branch manager, will be honored on June 30, 20th anniversary of association with the film company with a week-long sales drive, July 10-16, during which special tablets are being mailed to clients cleared through his office.

All exhibitors in the Detroit area are being invited to participate in Dr. J. J. Lee, 20th Century-Fox Detroit branch manager, will be honored on June 30, 20th anniversary of association with the film company with a week-long sales drive, July 10-16, during which special tablets are being mailed to clients cleared through his office.

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20th-Fox Sees 32,500 'Scope Houses by '56

Twentieth-Century-Fox executives estimate that by the end of 1956, an approximate 32,500 theatre theatres throughout the world will be equipped for Cinema-Scope presentation with either magnetic or optical process. In the United States and Canada, 20th-Fox foresees more than 17,000 theatres equipped by the beginning of 1956 for the wide-screen medium.

Rank Trust

(Continued from page 1)

motion picture interests recently have been reported buying shares in the (Rank) enterprise. Rank, however, has said in a statement released in Motion Picture Daily yesterday that the trust had been created two years ago and its sole object was to keep control in English hands and to encourage the British film industry in the national interest.

Reply to Schlesinger Report

Rank also said that its statement was not necessarily in connection with the 20th-Century-Fox negotiations for 90 per cent of the Schlesinger interests, an offer which referred to Rank's control of Odeon Theatres. Rank reportedly owns 25 per cent of the Schlesinger enterprise and 20th-Fox owns 49 per cent of Metropolis & Bradford Trust, one of the top Rank holding companies.

The speculation has been that an exchange of the two would help both 20th-Fox and Rank achieve their individual aims.

Audience Poll

(Continued from page 1)

Theatres; Pat McGee, of Cooper Foundation, and Jack Felix, area distribution chairman.

The meeting was attended by representatives of Fox theatres, Cooper Foundation, Gibralter Theatres, Westland Theatres, Civic Theatres, Atlas Theatres and several independent houses. All branch and district managers of the Denver film exchanges also were present.

Exchange managers promised to indoctrinate their salesmen and bookers so that the audience awards program can be explained to small-town exhibitors and their participation enlisted.

Poe Status

(Continued from page 1)

ed the American company to accept all pictures channelled to the American market by TFPI, he said. Poe is expected to look over the product of other European countries before returning to the U.S. in July.

U.A. Week

(Continued from page 1)

advertising — publicity exploitation worth of $60,000 was reported. Support for UA Week is indicated by thousands of pledge cards sent in by exhibitors and circuit heads throughout the United States and Canada, he added.

NT's New Projection Method

(Continued from page 1)

film, "The Man From Laramie," according to the film company.

Exploitation and publicity representa- tives who attended the demonstration noted that the success of the "gimmick" had overshadowed to such an extent that allied interests have been trying to ar- range for a single projection in the 11 cities where the stunt is taking place.

A spokesman for Columbia said that columbia has maintained publicity and exploitation vice-president.

In New York, a battery of 10 rec- ord producers have been set up to do film company's home office. Even though only one trade notice mentioned the stunt, calls have been pour- ing in heavily. By dialing Plaza 7-8570, the automatic playback device gives a sales pitch by the star.

Phone Exchange Complaints

The Columbia spokesmen said that the calls have been so heavy, that the entire Plaza 7 exchange has com- plained to the telephone company. Also, he said, one rate New Yorker, a Mrs. Gray, whose telephone number is 5-7657, has threatened litigation against the phone company unless something is done about the "911" service.

The phone company reported to COLUMBIA Pictures that between the hours of 9 a.m. and 1 p.m., over 5,000 calls were placed. The 27-second message has been repeated at that time at least every minute. Some of these calls reporting 1,500 calls during the peak hours of the day. The Columbia "Stewart" plan was initially put into effect on June 15 in Fort Worth, Houston, San Antonio, Dallas, Atlanta and also in Denver.

In Dallas, the exchange was installed in 20th-Fox. In Philadelphia, Chicago, Seattle, Detroit, Salt Lake City and New York. In a majority of cities, telephone calls have been averaging 2,000 per hour, the COLUM-

Phone stunt

(Continued from page 1)

"This Is Cinerama" premiere, was equivalent to the original.

The single booth, three-projector screen and the two projection projectors, one facing the screen directly and covering the middle panel, another set of projectors and pointings (as at three o'clock) into a mirror that deflects the beam to cover the left panel, and another facing opposite to the camera position, as (as at nine o'clock) to cover the right panel. The booth measures 22 feet by 13 feet overall, and 52 seats are provided.

The single booth and screen equip- ment will be made available for loan, according to Rhodin, and can be transported from city to city on two trucks, with installation charges rang- ing from $2,500 to $5,000, depending on the cost N.T. $40,000, according to McCullough, but N.T. has no intention of entering the equipment selling field. Within the company developing the electronically controlled focusing process used in the Cine-Miracle system, of Chicago, N.T. said he projected the panel test footage to show how this is done. He said two Cine-Miracle cam- era setups, each embracing three film projectors manufactured by Mitchell Camera Co. for use on National Theatres productions.

In some instances, Rhodin said he expects no objection from the Gover- nment to N.T.'s engaging in pro- duction, and cited the Stanley Warner Cinerama situation as an indication. He affirmed that N.T. has several large theatres in the country that are not located in one of the candidate cities.

Projectors used in the demonstration are regulation Century mechan- ical-Equipment isman, adjusted. The audience can watch theidget until the June 24, 1955

Trade Talks

(Continued from page 1)

been set for Wednesday. He expressed optimism regarding the outcome of the series of conferences, although saying that "it would be wrong to forecast that the negotiations will lead to a solution." He also said that some difficulties had been encountered with the arrangement of a "face-to-face" meeting between the United States and the Seminole Indians because of the Indians' refusal to travel to Canada moves to paint the U.S. as an oppressor against the Indians. The conference has been held in Florida, the Indian spokesman said, with the idea that the Indians might twist the event out of context, Empire said. Production, planned for this month, will be delayed until early next month, the script can be written. The new project for release for Republic.

Catholics Asked to Shun Buff. Drive-In

BUFFALO, June 23 — Buffalo's newest drive-in, the Twin, which opened Wednesday at 7 P.M. at the intersection of Sanborn and Dick Road is showing "Son of Sinbad" first-run starting tomorrow. In the present issue of the "Union and Times," this publication was mentioned today. According to the Twin, the following notice is running at the top of the theatre page:

"Notice—Since the Twin Drive-In Theatre has announced the showing of the condemned motion picture, 'The Son of Sinbad,' the Legion of Decency has advised the public to avoid this theatre not only during the showing of 'Son of Sinbad' but also through the remainder of the 1955 outdoor season."

ABPT Outing

Employees of American Broadcast- ing-Paramount Theatres home office here participated in the company's annual outing yesterday in Connecticut.

Script Re-Write Due To Red Propaganda

ORLANDO, Fla., June 23 — Empire Studios here asserts it has delayed production on its picture, "Son of Sinbad," between the United States and the Seminole Indians because of the Indians' refusal to travel to Canada. The Indian spokesman said, with the idea that the Indians might twist the event out of context, Empire said. Production, planned for this month, will be delayed until the script can be re-written by the author. Dr. F. Whitaker, vice-president of the company, said he will not be in attendance at the upcoming meetings, however.

On Tuesday, Universal stated that a meeting will take place with the committee, to be attended by national president Milton Rackin, vice-president and general sales manager Charles J. Feldman and assistant general sales manager Maurice Goldstein, vice-president and assistant to the president Edward Morey and other sales executives. A spokesman for the committee that Herbert J. Yates, president, will come from the coast for the meeting next week, although he did not know which day the talk would take place.

HOOVER REORGANIZES

(Continued from page 1)

Phoenix, was the appointment of a new general manager to deal with the Cine-Miracle type of attraction, and that he had sought in the past to obtain Cinerama and still is trying.

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Roaring action by ZANE GREY... America's most popular Western writer... brought to the screen with all its savage excitement!

EXPLOITATION FLASH!
Watch for a tremendous National book promotion of a special movie edition of "ROBBERS ROOST" launched by Grosset & Dunlap.
IMPORTANT LIVELY IN CINE-MIRACLE

Raibourn, Picker Welcome ‘Cinerama-like’ Innovation; Reeves Sees No Competition

By Murray Horowitz

A lively interest in National Theatres’ Cine-miracle system was displayed here in industry circles at the weekend following the NT West Coast demonstration.

Paul Raibourn, Paramount vice-president, said “it sounds very interesting,” adding that it could be “very helpful in enlarging the possibilities of more unusual presentations in theatres.”

Raibourn prefaced his remarks by saying that he had not seen the “Cinerama-like” system in operation, indicating a desire to attend a demonstration. Other industry executives here also voiced a hope of seeing a demonstration, possibly in the East, of the three-panel, three-projector method, claimed to be less costly to exhibitors than Cinerama.

Hazard E. Reeves, president of Cinerama, Inc., and the developer of CINE-MIRACLE, expressed approval of the exhibits shown here.

Slate Balaban Sales Drive

President Barney Balaban of Paramount Pictures has consented for the first time in his 20-year tenure of office to the use of his name in the title of a company sales drive, it was announced by George Weltner, head of worldwide distribution for the company.

The Barney Balaban Drive will begin on August 28 and will run 17 weeks through December 24.

Heeding the Barney Balaban

Barney Balaban

Sales drive as co-captains are Paramount home office executives E. K. (Ted) (Continued on page 6)
Personal Mention


J. H. STRAUS, chairman of the board of Theatre Owners of Quebec and owner of the Empire Theatre in Montreal, has returned there from New York.

BARNEY TARANTUL, and Moses KEPHER, of the Burnside Theatre Corp., East Hartford, Conn., have returned to Hartford from Klamath Lake, N. Y.

HARRIS H. GREENE, RKO Radio domestic sales manager, returned to New York over the weekend.

ERNEST EMERLING, Loew’s Theatres advertising-publicity head, and Mrs. EMERLING, will leave here by plane on Wednesday for Rome and Athens.

JAMES VELV, United Artists Western office controller, is here today for Chicago and Minneapolis.

JOSEPH P. BYRNE, M-G-M Eastern sales manager, has returned to New York from Philadelphia.

JAY EISENBERG, of the M-G-M legal department, will return to New York today from Houston.

BUSTER KEATON left here on Friday for London via B.O.A.C.

Murray Kaplan V-P
Of Artists-Producers

A. W. SCHWALBEEG, president of Artists-Producers Associates, Inc., has announced the election of Murray M. Kaplan as a vice-president of the company.

Kaplan has had more than 20 years of experience in the motion picture and television fields. He started in the industry as a lawyer for Warner Bros., later joining International Pictures, after which he became manager of the Motion Picture Acquan.l Pictures. In 1949 he joined Specialty Features as vice-president and retained this post until last week when he became associated with Artists-Producers Associates.

Lamb, RKO Seattle Mgr., Dies at 65

SEATTLE, June 28.—Edward A. LAMB, Seattle branch manager for RKO Radio, died here at the age of 65.

Lamb became a booker and salesman with Pathé in Seattle in 1924, and joined RKO when the two organizations merged. In 1929 he became manager of the RKO office and a year later was assigned to manage the Seattle exchange. He is survived by his wife, Zella M., and a brother.

Editorial

Work zealously and harmoniously for a really worthwhile endeavor, one which has no other aim than to provide substantial rewards for the motion picture and its people.

For the Family

SPEAKING of new faces, and recalling the white that exhibition has been asking earnestly for more family type entertainment, this department has the feeling that Universal-International’s “The Private War of Major Benson” is about as fine a start toward answering those pleas from theatre owners that any of them could hope for. It is a picture with all the ingredients that could touch the lives of real, likeable people, young and old. It has drama and romance, happiness and heartbreak, humor, action and showmanship. It has a large cast of fine personalities; if you please (its tiny Tim Hovey well might be next year’s “Jackie Coo- gan”), and one that will give an inward glow to any parent who has taken children of any age to see it.

It seems reasonable to ask what exhibitors—hungry, they say, for new personalities and wholesome, family entertainment—will do with and for this picture.

Certainly, many producers will be watching its merchandising by the theatres with interest. And, to a large extent, what they see can determine the future supply of this type of fine, good-humored entertain- ment by new faces, for the entire family.

Closed Circuit Data Book Now on Sale

Over 200 closed circuit telecasts, as well as the personnel of every active closed circuit production company, plus details of projection equipment, are listed in Leonard Spinnard’s Closed Circuit Data Book for 1958, which has just come to market.

The publication is the first to provide full directory information on the growing closed circuit television field and includes rates, available times for both black-and-white and color, labor unions, and descriptions of the various types of operations.

To Host ‘Stranger’

Gloria Grahame, co-star of “Not As A Stranger,” will be the hostess for RKO Radio Records Co. producer-director of the United Artists release, will be the host at the preview of the picture at the Capitol Theatre on Broadway tomorrow evening.

News Roundup

New Franco Firm Here

Carlos A. Franco, advertising and broadcasting executive, has formed Franco Associates, Inc. Franco has resigned as general sales manager of Crosley Broadcasting Corp., which becomes one of the first clients of the new organization, which will serve companies in all media.

Memphis ‘Ship’ Plugs ‘Sea’

A miniature aircraft carrier stationed in the heart of downtown Memphis was a highlight of the promotional campaign for the premiere of Republic Pictures’ “The Eternal Sea,” opening at the Plaza Theatre there.

Theatre in Tex.

Theatres in Dallas, Fort Worth, Houston and San Antonio are entering cooperative “Topical Outdoor Door Girl” contest sponsored by Columbia Pictures and Interstate Thea- tres. The winner here will take the “Ma- tador.” The contest will begin in Laramie. The winner will receive a two-week, all-expenses-paid trip to New York.

‘Patterns’ Rolls in B’lyn

“Patterns,” produced by Jed Harris and starring Van Heflin, will go into production today at the Warner Brothers studio in Brooklyn. It will be the first full-length production to have been made at that studio since 1929.

NBC Bids $300,000

For ‘Richie’ HRT

The National Broadcasting Co. is reported to have offered Sir Alexander Korda $1 million for the U. S. premiere rights to “Richard III,” a picture for the network said at the week-end.

Negotiations are currently under way between the network and Morris Helprin, president of London Film Productions, Inc., representative for Korda in this country, whereby NBC- TV would televise the $2,000,000 production in color some time next January.

The NBC spokesman said that Helprin is seeking $500,000 for the rights. He said that the network acquisition of another Korda film, “The Constant Husband,” which will have its first showing on this country on Sept. 9, cost $250,000.

Fabian Back at Desk

Simon H. Fabian, president of Stanley Warner, has returned to his desk after being discharged from Lenox Hill Hospital.

Martin, Shor Here

For Company Meets

E. D. Martin, president of the Theatre Owners of America, and Rube Shor, president of Allied States Association, will arrive here today, with other joint committee members, for conferences with distribution companies which begin tomorrow.

Says TV Has Taken

Up Studio ‘Slack’

The television film industry in Hollywood, he said, has taken in motion pictures, utilizing a large number of studios, writing and technical personnel, according to director Herman Hoffman, who recently completed “The Bar Sinister,” in Cinema- Scope, for Metro-Goldwyn-Mayer.

Hoffman, who is all the while working at the motion picture studios, but with a tightening up in feature film production, many producers are finding work in TV, the former production assistant to Dore Schary stated.

Working on ‘Gettysburg’

Hoffman, who is in New York prior to beginning producer-director work on “Gettysburg,” a Civil War document, said that despite a tightening up in the production of film at studios, “our industry is not a scared one. We are not afraid to make contro- versial pictures such as ‘Bread and Butter Jungle,’ and the forthcoming ‘The Tender Trap’ and Tea and Sympathy.” Stories such as these could have never been made years ago because of the pressure groups.

Pidgeon Chairman

of Coast Charity Group

HOLLYWOOD, June 26.—Walter Pidgeon was elected chairman of the board of the Coastal United Charities Committee for the coming year, at a final-report luncheon held here at the Windward last week.

The report showed $1,078,864 collected during the present campaign, which he has been distributed among seventeen charitable agencies.

White Talks to Publicists

HOLLYWOOD, June 26.—Ad- ministering Code Administrator Gordon S. White testified last week before the Kefauver Senate subcommittee on juvenile delinquency, informally ad- dressed the major studio producers and directors on a wide range of subjects at a meeting here Thursday, urging elimination of sex and violence in public- ity copy.

Hastings Resigns

HOLLYWOOD, June 26.—Ross Hastings, general counsel and executi- ve at RKO Radio Pictures, Inc., resigned as of July 26, to open his own law offices for general practice. Hastings has been associated with the company for extensive capacities since August, 1936.
Destined to be the most talked about Motion Picture of the Year!

JOSE FERRER • JUNE ALLYSON

THE Shrike

with JOY PAGE • KENDALL CLARK • ISABEL BONNER

Directed by JOSE FERRER • Screenplay by KETTI FRINGS • Based on the play by JOSEPH KRAMM • Produced by AARON ROSENBERG
Meanwhile, 'A Close Liaison'

Strass, Quebec Assn. Official, Sees Early TOA Affiliation

By Lester Dinoff

Although an affiliation with the Theatre Owners of America is "a possibility within the near future," J. H. Strauss, chairman of the Theatre Owners Association of Quebec, stated here at the weekend that a situation that will make TOA

stations can also be received on Quebec home TV sets.

"The TOA is devoting all of its energies towards boosting exhibition's business," Strauss said. "Our first aim is to interest the theatres in the TOA, which bars children under 16 years of age from motion picture theatres, modified," the Canadian showman said.

"We maintain that the advent of television, this law is unfair as it puts theatre owners at more of a disadvanta-
gage than ever before," he said.

"Equitable deals with film exchanges are also part of our platform," the Canadian added. "This industry is about 46 days old, Quebec TOA has established the TOA Service Co. Ltd., to buy and book film for members who feel that they are too small to get a good deal."

"We maintain that the TOA is a solid organization, and that we are working together to make it bigger and better," Strauss said.

New Post to Flick in 10 Distributors in N.Y. Education Dept.

ALBANY, June 26—The appointment of Dr. Hugh M. Flick, director of the State Education Department's motion picture division since 1949, as executive assistant to the State Edu-
cation Commissioner was announced on Friday. It was made by Dr. Lewis A. Wilson, education commissioner, with the concurrence of Dr. James E. Allen, Jr., deputy commissioner, who succeeds Wilson as commissioner on Sept. 1.

Dr. Flick will assume his new duties on July 1.

Sullivan Gives Award

Twentieth Century-Fox publicity manager Edward E. Sullivan, repre-
senting president Spyros P. Skouras and treasurer-Director D. C. Piattono who are in South Africa on business, spoke at the awards ceremony at the Washington Square Outdoor Art Ex-
hibition at New York University on Friday. Sullivan presented a scholar-
ship award by 20th Century-Fox to Stephen Lokes for study at the Na-
tional Academy of Design. The award was given by the film company to stimulate greater interest in art.
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BIGGER
EVERY DAY!

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YOU WILL BE PLEASED TO KNOW THAT THEY ARE COMING FROM EVERYWHERE
TO SEE IT CAME FROM BENEATH THE SEA. FIRST WEEK'S GROSS AT THE
PARAMOUNT SAN FRANCISCO COMPARES WITH BIGGEST GROSSES IN YEARS.
BELIEVE THIS IS NATURAL EXPLOITATION PACKAGE GEARED FOR SUMMER
BUSINESS. FINE CAMPAIGN INCLUDING TV AND RADIO AND A SHOWMANSHIP
FRONT STARTED BOXOFFICE CLICKING HERE! REGARDS.

JERRY ZIONIOND

Columbia's
IT CAME FROM
BENEATH THE SEA

KENNETH TOBEY-FAITH DOMERGUE with DONALD CURTIS

Screen Play by GEORGE WORTHING YATES and HAL SMITH • Production Effects Created by RAY HARRYHAUSEN • Executive Producer-SAM KATZMAN
Produced by CHARLES H. SCHNEER • Directed by ROBERT GORDON • A COLUMBIA PICTURES CORPORATION PRODUCTION
Cine-Miracle

(Continued from page 1)

the Cinerama system, said that "we are complimented and flattered by attempts to copy our system." There is plenty of room held for a good system, if they have one, he continued, adding that he did not view Cine-Miracle as a threat.

Reeves said that Cinerama technicians have seen the NT system, pointing out that they have no negative been had for the demonstration and previous tests. He added that NT had used a film taken with a Cinerama camera, questioning the results if another type of camera had been used. He also questioned the veracity of the NT claims; that is, a price tag of $2,000 or $3,000 for installation costs and $40,000 for the equipment.

Eugene Picker, vice-president of Loew's Theatres, when asked for comment, said he welcomed innovation.

Federal Approval Expected

Meanwhile, in Washington, chances were considered excellent that NT would get the Federal Trade Commission a deal similar to that of Stanley Warner; that is, permission to produce special shows on the number of films and the distribution. NT at the demonstration last Thursday afternoon in Montreal to four shows of a Cine-Miracle feature within 18 months.

A Justice Department spokesman, when queried, said that conferences in general terms already have been held with NT representatives on the problem of special shows with NT, and that they have not received from the department. NT, like other divided circuits, is expected to be welcome from this type of production without court consent, it was explained.

In New York, SW executives could not be reached for comment.

Rhoden, President of N.T.,

Is Due in New York Today

HOLLYWOOD, June 26.—National Theatres president Ernest Rhoden, who recently wrote a new chapter in industry technology by revealing the first projection system introduced in the industry, will arrive in New York tomorrow following a stopover in Kansas City.

Sliding Scale Urged

(Continued from page 1)

mula provided that all such pictures be held on a sliding scale will allow a reasonable profit to the exhibitor; that there be a ceiling based on run, with the first-run ceiling fixed at $5 per cent; second-run, 3 per cent, and all other runs 25 per cent.

If based on the above scale, another provision was that if the same theatre whose average price of top pictures is $200 or less would buy all pictures on a sliding scale.

Willibor Snaper stepped down as president of New Jersey Allied after a four-year period. Elected as the new president was Sidney Sch истории of Columbia Theatres, a former New Jersey Allied vice-president.

Others elected were: Louis Gold, vice-president; John Harwan, vice-president; William Bisch, secretary-treasurer; Louis Schex, chairman; Harry Shear, sergeant-at-arms; and Irving Dollinger, chairman of the board and the unit’s representative to Allied States.

Directors elected were as follows:

Henry Brown, Maurice Spevack, Howard Fierman, John Fyroranty, Jurbich, Harris, L. Unger, William Infold and Richard Turtleback.

The new sales formula was in a resolution passed by the convention. The resolution, addressing its proposal, said: "The Allied States of Allied States, pointed up the "lack of profits" situation of many theatres grossing more than $1,000 per week, and the necessity of improving grossing less than $1,000 per week. While the resolution commanded the EDC for its effect, it said the EDC must remain beyond $1,000 per week, it said remedial measures should be taken for the larger theatres, too.

The EDC, which to the sales price formula was recommended, will meet shortly, probably, soon after the week’s series of conferences with indi-vidual film companies, it was stated.

‘Trust’ Law

(Continued from page 1)

less than treble damages in private anti-trust suits. Witnesses not reached on Wednesday will be heard on Wed-nesday in the hearing of the following week. Adolph Schimel, who has been assigned to testify for the Motion Picture Association in favor of the bill and Abram P. Schlesinger has been assigned to the motion picture Association in opposition to the idea.

Differ on Time Element

Both exhibitors and distributors have supported a uniform Federal statute of limitations on private anti-trust suits, but had differed over a uniform statute. Exhibitors had suggested four to six years, while distri-

butions had suggested a two or three-year limit. At present, the time limit on bringing private anti-trust suits is governed by state law and ranges from one to 20 years, averaging about 4.35 years.

Under the bill sent to the White House last Friday, the four-year Federal statute will be in effect in any suit in court now in a state with an eight-year limit would not be thrown out by the new Federal limit, nor could a suit now brought in a state with a two-year limit for an injury that took place three years ago.

Some Provisions Related

The bill continues the provisions of present law tolling the statute of limitations against other continuing conspiracy of a government anti-trust suit, but declares that if the four-year time limit runs out while the Government suit is pending, the private suit will be brought within a year of the time the government case is concluded.

The Justice Department, in urging a uniform statute of limitations, said that such a provision encourages 'forum shopping' for the state with a suitable time limit.

Balaban

(Continued from page 1)

O’Shea, Hugh Owen and Jerry Pick-

man in announcing the drive, Weltner declared: "During the 20 years since he assumed the presidency of our company, Balaban has transformed us each a greater and greater heights, until today Paramount proudly stands at the summit as the ac-nowledged leader. I know that exhibitors and theatre owners in every part of the country will with equal enthusiasm welcome Paramount employee in this opportunity to express to Balaban the respect, admiration and affection which the entire industry feels for him and for Paramount.


Degree to Priest

Daniel J. Priest, physical director of the 20th Century-Fox home gymnastics, has received the Degree of Doctor of Chiropractic from the Atlantic States Chiropractic Institute.
Unmatched luxury to Los Angeles!

Fly United Air Lines’ Deluxe DC-7s nonstop to Los Angeles!

The Continentals

Leave New York 9:30 a.m.—arrive 3:05 p.m.
Or leave 12 noon—arrive 5:35 p.m.
No extra fare

United Air Lines offers this deluxe “red carpet” service to Los Angeles in the world’s fastest airliners with tempting pre-dinner cocktails and delicious full-course meals prepared especially by European-trained chefs. And there’s a spacious rear lounge for friendly informal visits aloft with other passengers.

But why not find out for yourself? Plan your next trip via United and discover the difference when you travel in the Mainliner® manner.

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Go one way, return the other for no extra fare! Visit both San Francisco and Los Angeles for just the round trip fare to either city.

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BANG UP
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— VARIETY

... AND THAT'S
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CINEMA SCOPE

STARRING
MAUREEN O'HARA-QUINN

ANTHONY

DIRECTED AND STORY BY BUDD BOETTICHER
SCREENPLAY BY CHARLES LANG
CO-PRODUCER: CARROLL CASE
RELEASED BY 20TH CENTURY-FOX
COLOR BY PATHE

EXHIBITORS!
MAIL YOUR NOMINATIONS FOR
AUDIENCE AWARDS!

SEND FOR YOUR FREE RECORD! START PLUGGING YOUR DATE NOW!

CONNIE RUSSELL SINGS
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"IT'S A PLEASURE TO
DO BUSINESS WITH 20TH!"
Urges Flexibility

Hyman Rejects 'Rigid' Twin Bill Policies

Points to Successful Singles in Dual Areas

By MURRAY HOROWITZ

Any "rigid" double-feature policy for theatres was rejected yesterday as another characteristic of a "gone-by" era, marked by fixed programming policies, by Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres. Hyman, in support of his program of "utter flexibility" in theatre operation today, cited the successful experience of ABPT affiliate theatres which, under certain conditions, pursue a single feature policy in a regular double-feature territory. The ABPT vice-president was quick to point out that he does not advocate.

(Continued on page 7)

Trade Talks Resume Today

Another round of distribution-exhibition conferences will begin this morning with the scheduled meeting between the Joint Allied States-Theatre Owners of America Committee and Universal.

The committee, led by TOA president E. D. Martin and Allied president Rube Shor, is scheduled to confer with Universal president Milton Rackmil, vice-president and general sales manager Charles J. Feldman and assistant general sales manager, Ray Moon.

The committee then, according to.

(Continued on page 7)

Disneyland' Item Demonstrated

Circarama, Screen-in-the-Round, Wraps Up Audience

By WILLIAM R. WEAVER

HOLLYWOOD, June 27. — Screen-widthening that started with Cirearama, continued through Cinemascope, VistaVision and other expansions culminating last week in National Theatres' Cine-Miracle process, producing a 145 degree image on a curved screen, attains the "realistic maximmum" in Circarama. demonstrated this morning at the Walt Disney studio. Projected behind the screen stands inside a round enclosure completely enclosed by the screen and looks at a picture entirely surrounding him. Although not intended for theatre use, at this time, Circarama, which will be among the free attractions at Disneyland, clearly could be employed theatrically for Circarama-type productions in appropriately - constructed houses

The Circarama setup demonstrated today, and to be installed immediately at Disneyland as part of the American

(Continued on page 7)

Ted Long to Head

USIA TV Post

From THE DAILY Bureau

WASHINGTON, June 27. — Frederick A. (Ted) Long, veteran broadcasting and advertising executive, has been appointed head of the overseas television activities of the U.S. Information Agency.

U.S.I.A. director Theodore C. Strelbert said Long's appointment was the first step in a planned expansion during the coming year of U.S.I.A. television service to overseas stations.

(Continued on page 7)

Dr. Bowen Returning As New York Censor

Special to THE DAILY

ALBANY, June 27. — Dr. Ward C. Bowen, chief of the Bureau of Audio and Visual Aids, New York State Education Department, has been designated by Commissioner Lewis A. Wilson as acting director of the Motion Picture Division, in charge of film censorship in New York.

The appointment is effective July 1. Dr. Bowen will replace Dr. Hugh M.

(Continued on page 6)

Treasury Opposes Tax

Respite on Pensions

From THE DAILY Bureau

WASHINGTON, June 27. — The Treasury Department said it opposes any action this year to give tax deferment to money put in voluntary pension plans.

Secretary Humphrey told the House Ways and Means Committee that the

(Continued on page 6)

Laud Wile, Clagett

Urge Code as Guide in Ohio Film Buying

Defeat of Censor Bill

Brings ITOO Counsel

From THE DAILY Bureau

COLUMBUS, O., June 27. — Ohio exhibitors are urged by directors of the Independent Theatre Owners of Ohio to "place their reliance on the seal of the other film industry in the world when booking pictures now that there no longer is any official censorship in the state after the legislature adjourned last Friday without enacting the new censorship bill.

A statement issued by the ITOO directors said that now it is up to the exhibitors of the state to "be sole judges of what is suitable screen entertainment for the people who attend motion picture theaters."

"We feel that we are capable and competent to do this job," the statement continued. "We strongly recommend that our fellow theatre owners place their reliance on the seal of the other film industry in the world.

Inevitably there will be some pictures available which do not bear this seal. We urge that you screen these carefully and that you play nothing that would subject you or the motion picture

(Continued on page 6)
STARR, MACNAMARA SPARE OVER NBC’S BUY OF ‘RICHARD III’

NASHVILLE, June 27—Subscription television has nothing whatever to sell that is not now being given away or soon will be, Alfred and John co-chairing NBC, declared in a letter to Paul MacNamara of International Telecenter, Corp., a firm of which were released here yesterday.

Last week, MacNamara, in a wire to Starr, requested the latter’s reaction to the program that was paying $900,000 for the motion picture “Richard III” which is to be shown via free-TV before theatrical release.

“It occurred to me that if TV was occasionally going to present motion pictures for free, they could at least make the release itself pay. It might put you in an embarrassing position in as much as you have been opposing pay-as-you-see TV. But I think the run-motion picture can embarrass me in any way or confuse the real issue with regard to subscription television.”

“On the contrary,” he continued, “the most compelling arguments against licensing pay-as-you-see TV seems to me is that you (Telemiracle) and Zinn and Sklaroff have nothing whatever to sell that is not now being given away or soon will be.

“The motion picture you referred to in your telegram is only one of the many important and expensive new programs announced for the coming Fall season. Television has hardly come of age in its short years of existence. Pictures desperately need no doubt that its programming will continue to improve rapidly in the years to come. One would hope that NBC doesn’t try to get its picture in all the clarity and width and color definition of Cinemation or CinemaScope or Todd-AO.

“Their weapon is not going to be to show扶持 run films on a small dilletting TV tube and press junket to that city where the TV show will have the better physical presentation for the theater. What NBC wants is more and better shows for the completed package of the entertainment industry.”

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sheldon Kane, Editor, published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, 580 North Sixth Avenue, Rockefeller Center, New York 20, N. Y. Entered as second-class matter Sept. 21, 1939, 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 $7 foreign; single copies, 25c.

News Roundup

Drive-in Dynamit

The Federal Bureau of Investigation is investigating the dynamiting of the new Tri-Valle Drive-In Theatre in Cohoes, N. Y., which was severely damaged by dynamite last week, owner Frank Gillfien said. The perpetrator of the May 24 dynamit

Theatre to Re-Open

The 400-seat Paramount Theatre in Akron, closed since it suffered damage by fire in July, 1954, will reopen this weekend under the operation of Norman T. Apple, who leased the house from Mrs. Frank Reinecke.

Columbia Sales Drive Ends

The sales accounting department of Columbia Pictures is compiling the results of the company’s five-month sales salesmen’s tour which ended last week under the direction of general sales manager A. Montague. It is expected that the results will be announced within 10 days to two weeks.

New Title for UA Film

“Let’s Make Up” will be the title of the Eastman color musical formerly known as “Princesses in the Spring,” which was produced and directed by Herbert Wilcox for United Artists release, it was announced.


Bernard Lewis

Chief of Times Film

The appointment of Bernard Lewis as director of advertising, publicity and exploitation of Times Film Corp., national distribution division, was announced yesterday by Jean Goldsmith, president. Until his new appointment, he served Italian Films Export and I.F.E. Releasing Corp., first as publicity director and then as exploitation-promotion manager, for a period of three years, under Jonas Rosenfield, Jr., vice-president of advertising, publicity and exploitation. Lewis is well accustomed in publicity and exploitation capacities with Paramount Pictures and 20th Century-Fox, and first project will be the national launching of the Times Film release, “Naked Amazon.”

Expect Headliners At ‘Foy’ Premiere

A gathering of notables will attend the Broadway premiere of Bob Hope’s “The Seven Little Fows” to be held for the benefit of United Cerebral Pals, at the Criterion Theatre tomorrow evening.

The audience will include such celebrities as Betty Field, Patrice Wyma, Rod Allen, Julie, Darce Darce, Jinni Dervi, Gita Gun, Warren Duff, Dennis Arliss, Linda, the King, Terry Moore, Ross Myers, John Ringling North, Johnnie Ray, Lome Ritter, Maga Riva, Hazel Scott, and Margaret Truman.

Bob Hope will attend the opening along with the seven youngsters who portray the Foy children in this Vista-Land production. Bette Davis, who has a fun-loving, carefree and a competent career of Eddie Fox, Sr., and his son and daughter who become part of his winning ability. Also, for the first time at a Broadway motion picture premiere will be Mrs. Hope and the four young children—Linda, Tony, Nora and Kelly.

Premiere committee chairman General James H. Doolittle will be present, along with actor-cast co-worker General Lucius Clay.

Plans for ‘Queen’ Junket to Maine

A group of 20th Century-Fox executives will fly to Portland, Me., from New York today to make arrangements for a citywide celebration of the world premiere of “The Virgin Queen” in CinemaScope.

The premiere is tentatively scheduled for the latter part of July. Portland requested the premiere because Bette Davis, who stars as the queen in the Charles Brackett production, is one of the city’s leading citizens.

Film company executives going to Portland are: director Edward J. Sullivan, exploitation manager Rodney Bush, associate publicity manager Marley Hutton, special events manager Leo Pilott, metropolitan newspaper contact Ira Tulpian and TV and radio director Martin Michel.

Peekskill Drive-in Deal

A long term lease for the 1,000-car Hollowbrook Drive-in Theatre, located in Peekskill, N. Y., was announced yesterday by the management, with the cooperation of the采用了 title in the announcement. Lesser is Hollowbrook Drive-in Corp.
**Says Toll TV Kidnaps Stars**

**Herald Tribune Questionnaire Survey Shows 76% Opposed To Toll TV; 24% in Favor**

A questionnaire on the subject of subscription television, which was printed in the June 12 issue of the New York "Herald Tribune" & Radio Magazine," brought 1,560 replies, of which 76 per cent were opposed to toll television and 24 per cent were in favor. This was revealed on Monday by the "Herald Tribune," which reported that 94 per cent of those who responded to the question, the viewers did not want to go into refinements because 9 per cent of the replies had said that they would not answer. The fifth asked what types of shows viewers might be willing to pay to see. A total of 70 per cent refused to specify, but the following categories were mentioned by the following percentages of viewers: sports, 15%; theatre, 25%; opera, 15%; first-run pictures, 25%; forty-four per cent of the questionnaire did not specify any of these categories. Among those who had expressed in question No. 2 a willingness to pay for toll television, 26 per cent of the replies were Solicited by the following percentages of viewing: up to 25 cents, 11%; 50 cents, 32%, 75 cents, 12%; $1.21, and $2 or more.

**Report from Massicks**

This was illustrated in the report of the conference with the Massicks, general manager of the powerful Essoldo Circuit, who showed that while exhibitors had a distribution agreement with the British production, it is unable to book British films in its first-run situations. Its early payoffs, he said, amount to $250,000 ($700,000) annually. He said that currently only a small number of exhibitors was complaining in the letter of Eady, a revival of the Renter's Quota, that would relieve the product shortage, was being resisted by distributors, who were unwilling to have their pictures on offer. A last Renter's Quota was dropped as part of the bargain negotiated by the American industry following the laments of Dalton and O'Brien about the boycott of this market by the American companies.

**Move for New Constitution**

The general council adopted a motion here that a committee be appointed to prepare an entirely new form of C.E.A. constitution. As a result, many predict that there will be a new kind of C.E.A. with international affiliations before long. Some elder statesmen here even foresee an over-riding organization which would bring together the C.E.A. and other not only exhibitors but producers and distributors. The general council then adjourned its annual meeting.

**Rank May Rejoin**

By PETER BURNUP

LLANDUDNO, Wales, June 25 (By Air Mail).—The feeling at the Cinematograph Exhibitors Association's annual convention here this week that the passage of the film Quota Act expires in 1958 it will not be renewed.

**'Pearl' in London**

"Pearl of the South Pacific," which will have its world premiere at the Fox Theatre in St. Louis, will open abroad on July 25 over the Gaumont circuit in London, it was announced yesterday by Walter Branson, RKO's world-wide sales manager.

**Says Progress May Halt**

The Mississippi exhibitors also were reminded that the latest large screen improved-color-of-the-moment, new telecasting set-up, Starr told his listeners that "word of mouth," so necessary for box-office triumphs, would not exist under pay-TV and that audiences would be required to pay for pictures sight unseen. He predicted a consequent disastrous impact on current nationwide ill will when poor pictures follow "outlandish publicity and exploitation campaigns aimed only at capturing the pocketbook viewer from his hard-earned cash."

**IATSE 7th District Meeting in Tenn.**

CHATTANOOGA, Tenn., June 28 — (Special) The IATSE 7th District Council of Motion Picture Organizations is meeting here today and tomorrow in its 25th annual session with Richard F. Walsh, international president, as the principal speaker. Local彩色 shows up 200 delegates from Tennessee, Alabama, Georgia, Mississippi, Louisiana, North Carolina, South Carolina and Florida. J. Burson Lowery is serving as chairman of arrangements.
Three-Time Losers...SET TO MAKE A BLOCKBUSTER!

"We'll beat their heads in..."

"Cut their throats..."

"After we do the dishes!"

Humphrey Bogart • Ali

VistaVision
Color by Technicolor

Don't Delay! Make Your Nominations For Audience Awards!

Paramount theatre-previewed this tremendous VistaVision entertainment in 100 cities to terrific audience reaction. Every exhibitor who saw it was thrilled by its performance and boxoffice potential. Ask them.

O RAY · PETER USTINOV

We're No Angels

JOAN · BASIL · LEO G.

BENNETT · RATHBONE · CARROLL

Produced by PAT DUGGAN · Directed by MICHAEL CURTIZ
Screenplay by RANALD MACDOUGALL · Based on a play by Albert Husson
**Schlesinger**

(Continued from page 1)

only reason for this move, the proposed South African deal certainly hastened public announcement of the Rank plans.

As already reported, African Films, Ltd., has a 50 per cent interest in Odeon Cinema Holdings, the controlling company of the Group. On the other hand, the Rank Group has a 25 per cent interest in African Corporation, Inc. African ranked barely has to move obviously thwarts any foreign bid to gain power within the Odeon Group.

Although no location behind the move is believed to be the desire to escape death duties. The shares that gave Mr. and Mrs. Rank a controlling interest in the Odeon Group have been handed over to a charitable trust. This means that if Mr. and Mrs. Rank, both live more than a year after the gift, the trust's money is free of death duty. The trust's money is also free from taxation and surplus.

Unofficial reports suggest that Mr. and Mrs. Rank's gift involves more than £2,600,000 (approximately $5,000,000). Last year Odeon Theatres Ltd. registered a comeback by declaring a dividend of 15 per cent, the first since 1949. And Odeon and Gaumont-British stocks have risen steadily since last year and this move now adds fuel to the fire.

Odeon ordinances have risen five shillings in the past four weeks and are now at £2.5d, compared to 21s. 4d. earlier in the year. Gaumont-British now stand at 1s. 6d. as against 11s. 9d. last January.

The move is a reflection of the City of London money market's satisfaction in the retention of the Group's control in British hands.

**Kefauver**

(Continued from page 1)

of research to do on the whole subject. If further hearings are decided on, he added, the chances are that the Senate would probably want to hear from some spokesmen for independent film producers.

The Kefauver group is actually a subcommittee of the Senate Judicial Committee. Kefauver announced over the week-end that he will shortly request an examination of the group to complete its investigation.

The subcommittee goes out of existence July 31 under present Senate action. Kefauver said the subcommittee "hasn't got a chance in the world of completing its work by then, and that he would ask the Senate shortly to continue the subcommittee until Jan. 31, 1956, with an additional $28,000 to finance its work."

**Ohio Censors**

(Continued from page 1)

We hope that you will join us in our pledge to keep the theatres clean and decent places of family entertainment, which is the objective of our industry.

The statement noted that the new situation also shows that the print situation since prints now may be borrowed from outside the state.


**Wile, Cigatt in Forefront**

Robert Wile, executive secretary of Ohio I.T.O., Manning Cigatt of the Western Association of Amusements, and others worked continuously against the proposed new censor bill. On occasion, however, was the fight against the bill waged by Sen. Charles A. Mosher, Republican of Oberlin, last year to the Senate Education Committee which held hearings on the bill: it was his courage and determination that the industry there generally feared and the powerful support behind the proposed censorship measure.

**N.Y. Censor**

(Continued from page 1)

Flick, whose six-year service as head of the censorship Association, has been a key figure in that role. He has also been an active member of the N.Y. Censor Organization, and is now the chairman of the N.Y.C. Association.

Dr. Bowen has been associated with the Education Department since 1923. He served as acting director of the Motion Picture Motion Picture Division from 1946 to 1949. He has also held his regular position with the Department and has been the Chief of the Bureau of Audio and Video since 1949. He will spend much of his time, however, at the Motion Picture Motion Picture's New York office.

**Treasury Opposes**

(Continued from page 1)

Treasury is sympathetic to the idea and is willing to consider it as part of a general tax reduction program whenever the government can afford to cut taxes to the future, but the revenue loss was too great to permit such a scheme from being put into effect now.

In the past, actors, writers and other film workers have supported such a plan as a way to help them meet the tax problems of greatly fluctuating incomes.

BING CROSBY, Noel Coward, Mary Martin and many other juniories of Broadway and Hollywood will star in a new CBS series of 10 TV vehicles titled "The Shirley Temple Hour," which will be off SAT., Sept. 24, from 9:30 to 11:00 p.m., and every fourth week thereafter. Bing will star in two of the series; Coward will direct his "Blithe Spirit," while Paul Gregory will produce. . . . Max Liebman may produce a 90-minute NBC- TV spectacular based on Niven Busch's novel, "The Actor," published by Simon & Schuster. Negotiations between Liebman and Busch, and Henry Ginsberg, who are preparing a shooting script for a motion picture version of the book, may be concluded upon Liebman's return from Europe next month, although Busch and Gomberg admit that the project may have on the picture's box office take. . . . All of tomorrow's WABD programs will originate at the ballroom of the Park Sheraton Hotel in New York as a climax to the two-day meeting and exhibition of the Da Mont Laboratories new line of products. Skel will be co-directed by Pat Fay and Arne Nocks, under the supervision of Wes Kenney.

With Tom McAvity hosting for NBC, a farewell party honoring Milton Berle, prior to his departure for the coast, will be held at noon in the 21 Club. Milton's NBCclownings will originate in Hollywood starting in September. . . . Looks like Betty M. Madigan's brand new platter of "Teddy" will be the driving force to be another "Joey" the way DISCiples of black wax have latched onto it . . . . "The Pond Theatre's TV presentation of "Coquette," Thursday, July 21, at 7:15 p.m. on ABC channel holds promise of delightful divertissement. The George Abbott play which brought Broadway fame to Helen Hayes and an "Oscar" to Mary Pickford in their respective starring roles during latest Loring, whose performance (movie debut) in "The Corn Is Green" won her an Academy Award nomination . . . . "Gilded Films"-"The Florian Zabach Show" picked up its 110th TV outlet last week to celebrate its first anniversary.

* * *

Producer Walt Framer will take his "Big Payoff" trope, including Randy Merriman, Bess Myerson and Betty Ann Grove to London for a 12-week, 33-city tour. The 22 programs will originate. Program is tied in with the city's annual Aquanaut Celebration and the Lyceum Theatre's 100,000 seats have already been grabbed for the entire tour. Ely w. Lohaus and national sales director Harold Goldman welcomed something hundred newsmen, station reps, ad agency execs, salesmen and TV bookers at a party last Wednesday featuring its new product and air-cooled offices at 60 W. 55th St. in Manhattan. . . . With the first two of the "Brother Mark" television series already completed, Parmount & Wciieler and co-producers Carlton Films Inc., have acquired three additional stories. "Forgotten Night" by Wm. Alexander, "Third Brother" by Chris Riland and "The Diamond Pendant" by William Attaway for the series, syndicated by Guild Films.

Walt Framer

Writer-producer-director Ralph Porter, formerly associated with Old Films, Laurel Films and Eastern Sound Studios, has teamed up with Ralph Elan to form Elan Porter Productions, Inc. Firms' completely modern studios will be used for the production of commercial and industrial telefilms and TV spots. Eleazar Lipsky, editor of the Literary Guild selection, "Lincoln McKeever," which will soon be made into a film production starring James Cagney, is the writer's interest in this new studio. Porter's relations for MCA-TV Film Syndication, has asked local TV stations around the country to submit photos and tape recordings of localities to TV Guide in a national talent scout effort to find an 18-year-old youth to play the baby in the forthcoming Lloyd C. Douglas telefilms, "Doctor Hudson's Son" and "Mark of the Devil." Actor James Howard and co-produced by Brewster Morgan and Eugene Solow and set for national syndication sometime in October.

**Television -- Radio**

with Pinky Herman

PRESIDENT OF THE EDITING

Oscar-nominated star of the national television series, "Television."

(Continued from page 1)
In-the-Round

(Continued from page 1)

'T rigid’ Twin-Bill Policies

(Continued from page 1)

Ted Long

(Continued from page 1)

to more than double present levels.

Since January, Long has been executive vice-president of Coronet Pictures, Inc., New York City. In 1953 and 1954 he was director, vice-president and general manager of United Artists Television Corp.

Strehlert said U.S.A. now supplies TV networks and 26 TV stations in 20 foreign countries, with an estimated audience of 25,000,000 persons. By the end of next year, he continued, U.S.A. plans to look to its programs over 60 stations in 25 countries to more than 50,000,000 persons.

Expansion plans include putting out the present weekly newsreel twice a week, having selected films instead of just one world-wide edition, and for the first time the production of special TV films and kinescopes on various themes and objectives of the information program.

Legion Looks at 11, Rates 4 Class ‘B’

Four films, of 11 reviewed, have been placed in Class B in the latest listing of the National Legion of Decency.

The four pictures in Class B are: “Finger Man,” “Man Who Loved Women,” “Seven Days of Summertime.” For the latter three films, the “B” classification is applicable only to prints shown in Continental United States.

The seven remaining films reviewed were placed in Class A. Four in Section 2 and three in Section 3. The first released is “Lucy,” July 26. The second is a film with “Lucy,” July 27. The second is a film with “Lucy,” July 27. The second is a film with “Lucy,” July 27. The first released is “Lucy,” July 26. The second is a film with “Lucy,” July 27. The second is a film with “Lucy,” July 27. The second is a film with “Lucy,” July 27.

McGee to Discuss Comp Awards Plan

NEW ORLEANS, La., June 27. Pat McGee, general manager of Cooper Foundation Theatres, will be guest speaker tomorrow at the annual convention of the Mississippi Theatre Owners Association at Edgewater Gulf Hotel on a panel discussion of exhibitor participation in COMPO’s forthcoming Audience Award Polls. McGee will also address an industry-wide meeting on Wednesday after-
CLEAR THE DECKS ... FOR LAUGHTER!

Francis in the Navy

STARRING DONALD O'CONNOR MARTHA HYER

with RICHARD ERDMAN - JIM BACKUS and Francis THE TALKING MULE!

DIRECTED BY ARTHUR LUBIN - STORY AND SCREENPLAY BY DEVERY FREEMAN - PRODUCED BY STANLEY RUBIN - BASED ON THE CHARACTER "FRANCIS" CREATED BY DAVID STERN
In London

Awaiting Date For New U.K. Pact Meeting

Up to Johnston to Set Time; No Problems Seen

By WILLIAM PAY

LONDON, June 28.—Negotiations for the renewal of the Anglo-American film agreement, covering remittances of earnings by American film distributors here, are scheduled to be held in London this year. The negotiations were held in Washington in 1953 and 1954, with representatives of the British government traveling there for the purpose.

It is understood that the setting of a date for the start of negotiations is being left up to Eric Johnston, president of the Motion Picture Association of America, and Board of Trade and MPA representatives here are waiting to hear from Johnston.

It is anticipated that American industry representatives may ask for free convertibility of their earnings here when the negotiations are opened. However, despite good improvement (Continued on page 4)

Production Keeps Up Pace; 38 Films Now Shooting

From THE DAILY Bureau

HOLLYWOOD, June 28—Three new pictures were started last week while five others were completed, for a total of 38 pictures now in work, maintaining the pace of the last few weeks.


Completed were: “Son of Slade,” (Allied Artists); “Top Gun,” Fame Pics., and “The Indian Fighter,” (Paramount); “Screaming Prods., CinemaScope, color (United Artists); “Tarantula” and “The Girl In The Cage,” (Universal-International).

UA Will Not Handle TV-Premiered Film

Any motion picture which has its premiere on television will not be accepted for theatrical release by United Artists, William J. Heineman, vice-president in charge of distribution, emphatically stated here yesterday.

Heineman, in reply to a question concerning UA’s possible acquisition, of Sir Alexander Korda’s “Richard III,” for which the National Broadcasting Co. is negotiating, said that he “will not take on any film which is set for television release.”

Heineman Says UA Domestic Billings Up 31% (Continued on page 6)

Industry Executives At ‘Stranger’ Bow

A host of top industry executives, theatre men and celebrities were in attendance last night when Stanley Kramer’s production of “Not As A Stranger” had its premiere at the Capitol Theatre.

Also, an impressive list of notables is expected to be present at the benefit world premiere of the United Artists (Continued on page 4)

Conferences Near an End

Warner Meet Kicks Off New Series of Joint Talks

Meetings with Warner Brothers and Universal were held here yesterday by the joint Allied States-Theatre Owners of America committee, as the round of conferences slated by the organized exhibition group drew closer to an end.

The session with Ben Kalmenson, WB vice-president and general sales manager, was held in the morning, beginning at 10:30 and running about two hours. It is understood that the committee will prepare a statement on the content of the meeting and the points of agreement, if any, reached, and submit it to Kalmenson for his approval.

The Universal meeting in the afternoon, described as “friendly and cordial” by one of the participants (Continued on page 4)

Ticket Tax Mention Avoided in Report Of Gov’t Commission

WASHINGTON, June 28.—A special governmental commission which has studied for the past two years the relation of the federal, state and local governments declared today in its final report that there is no solution to the problem of overlapping federal, state and local taxes.

It had been expected that the commission might have something specific to say on the subject of the admissions tax and other taxes now being levied at the national, state and municipal levels. However, its 72-page report carefully avoided any specific recommendations as to tax sources to be surrendered by the federal government or tapped more extensively by states and cities.

A table of tax collections by the federal, state and local governments showed that in the year ending June 30, 1953, Uncle Sam collected $416,000,000 from amusement taxes, while the states collected another $19,000,000.

(Continued on page 4)

To Acquire Theatres

Rhoden Seeks Cinerama Deal With Miracle

Block of Mrs. Zanuck’s NT Stock Is Acquired

By MURRAY HOROWITZ

Talks with Stanley Warner officials on the possible sale of “Top Art Cinema,” with National Theatres’ CineMiracle system will be conducted here by NT president Elmer Rhoden, it was disclosed here by Rhoden yesterday.

At the same time, Rhoden disclosed NT plans to acquire additional theatres and confirmed that he, representing himself and a group, had acquired from Mrs. Virginia Zanuck a block of 100,000 shares of National Theatres stock.

Regarding the Cine-Miracle system, the NT president raised the question of whether SW is “free to negotiate” the use of the first Cinerama production, referring to SW’s contract with Cinerama Productions granting SW exclusive production and exhibition rights.

Rhoden, praising SW officials for their cooperative attitude, added that (Continued on page 4)

D of J Tells Allied Circuit Expansion Is Under Control

WASHINGTON, June 28.—The Justice Department has notified Allied States that it will go to court to make sure that exhibitors have advanced notice on proposed theatre acquisitions by the divorcement circuits.

Allied recently protested to Justice on this point, urging that the Department set up machinery insuring exhibitors affected by a proposed acquisition the right to protest the acquisition and present the facts to the court passing on the acquisition.

A reply from Justice has now been sent Allied and in it Justice defends its present procedures as adequate. The (Continued on page 4)
MURRAY SILVERSTONE, president of 20th Century-Fox International, will arrive in Berlin today from Frankfort and will go next to Paris, arriving there on July 2.

LEO F. SAMUELS, president and general sales manager of Duane Vista Film Distribution Co., is the father of a daughter, Lisa Elaine, born here last Thursday to Mrs. Samuel.

RICHARD W. KULICK, son of Mr. and Mrs. Sidney S. Kulick of Bell Blvd., Bayside, has announced his engagement to Miss Janet Fishman of Mt. Vernon, N. Y.

ELIZABETH EISENSTEIN of 20th Century-Fox’s pressbook department, left here last Friday, following a five-week trip to Europe.

DON RUGOFF, executive of the Rugoff & Becker circuit, is the father of a son born to Mrs. Rugoff at Doctors Hospital.

MELVIN DAVIS, head booker for Republic Pictures in Boston, is engaged to marry Arlen Blumenthal, of Portland, Me.

SOLOMON STRAUSSBERG, president of the Interboro Circuit, will leave here with Mrs. Straussberg on Saturday for Europe.

GEORGE WELTNER, head of Paramount Pictures world-wide sales, returned to New York yesterday from Europe.

GLORIA GRAHAME will sail for Europe from here today aboard the “Liberte.”

GILBERT KAHN, film critic for the “Evening Sun,” New York, is a patient at Mercy Hospital there.

NORMAN CLARK, film critic for the “Baltimore Evening Post” is vacationing on the Mighty River in Maryland.

Cinerama Has Its Roman Premiere

Special to THE DAILY
ROME, June 28.—Cinerama made its Roman debut at the Sistina Theatre tonight. The premiere, a “ gala” event, was attended by H. E. Giovanni Gronchi, new president of the Italian Republic.

The Sistina is the third continental theatre to be equipped for Cinerama. Previously, Cinerama opened in Milan early in April and in Paris in May. Italy is the only European country with two Cinerama theatres.

William Robinson Lataly, vice-president of Rohm International, currently in Rome in charge of the opening.

‘Do Ad Men Know What They’re Doing?’

The following is from a recent editorial column by Robert W. Aker in the “Beaumont (Texas) Enterprise.”

Geoffrey Shurlock, head of Hollywood’s production code, told the Kefauver committee he thought sex was being overdone as a come-on for films and said, ‘None of these ads would get me near a theatre to see any picture.’

‘Then he added this thought, ’But I suppose the ad folks know what they’re doing.’

‘And that seems to pose the key question, ’Do the ad folks know what they’re doing? Their job is to get more people into movie houses. Is it likely that they’ll do a better job of attracting the right audience by accents which might better be accomplished by the frank statement ‘This picture is good, clean entertainment?’

‘I have the feeling that many a potential customer has been kept away from the movies through those blandishments, gained from ads, that a really good show is the same old tripe he sees promoted day after day.’

Talbott, Gov. Shivers At ‘Foy Bow Tonight

HAROLD E. Talbott, Secretary of the And at his home of a heart attack in Texas will head a list of celebrities who will attend the charity premiere of Seven Little Sisters, City Center Theatre here tonight. All proceeds will be turned over to United Cerebral Palsy.

Hope, now in New York, will attend the performance with Mrs. Hope and their four children. Also present will be the senator to play the roles of the children of Eddie Fox, Sr. in the picture. During the evening, Hope will be presented UCP’s first “Humanitarian Award” in recognition of his services on behalf of the victims of cerebral palsy.

Branson Leaves for European Tour

Walter Branson, world-wide sales manager for RKO Radio Pictures, Inc., will leave here today aboard the “Liberte” for a month’s business tour of RKO’s offices in Europe.

Branson’s first stop will be in London where he will be meeting the sales and distribution officers for forthcoming productions with Robert S. Wolff, RKO Radio’s managing director for the U.K. He will then visit RKO’s offices in Paris for meetings with Joseph Bellfort, European general manager, and Charles Welten, RKO’s European general sales manager. Following his trip to France, Branson will make visits to Brussels, Switzerland, Netherlands and Italy.

Charles Newman, 74

SEATTLE, June 28.—Charles H. Newman, 74, retired theatre manager, died at his home last night of a heart attack. He was a native of Victoria, B. C. He came to Seattle in 1897 to become cashier of the San Francisco Theatre. Later moved to San Francisco and Salt Lake City, where he managed theatres.

William Anglin, Sr.

ATLANTA, June 28.—William J. Anglin, Sr., of Detroit, brother of Mrs. Rose Lancaster of Strickland, Pa., who here, died of being entangled in Detroit. Funeral services will be held tomorrow at Atlanta.

Actress, Cartoonist At Loyalty Session

HOLLYWOOD, June 28.—Angela Lansbury, actress, and George S. Kaufman, cartoonist, will testify to the current in the American Un-Americans Committee hearings. She said she knew member of the Communist Party from 1942 to 1949, but did not take part in any subversive activities. He refused to answer a question regarding an alleged cell in the guild, saying he did not want to jeopardize a union whose welfare was at stake.

Services Today for Welten’s Mother

Funeral services will be held today at the Riverside Memorial Chapel, Far Rockaway, L. I., for Mrs. Ernestine Weltner, mother of George Weltner, head of worldwide sales for Paramount Pictures, Mrs. Weltner died last Saturday at her Woodmere, L. I., residence. Two survivors include Weltner’s two sisters, Mrs. Pauline Meyer and Mrs. Laura Lowenthal, and two grandchildren.

Sherree North Set For Comedy Hour

Sherree North, star of 20th Century-Fox’s CinemaScope production of “How to Be Very, Very Popular,” will make a special guest appearance in the show’s first radio production. The recording of over 30,000,000 is expected for the picture which opens next month.

To Give Disney Awards

The presentation of awards to the winners of a contest conducted by Walt Disney’s “Lady and the Tramp” in Chicago. The Roxy Theatre here, will take place in the rotunda of the theatre tonight.

HELP CAST ‘Rocky’

Trade paper representatives are being given copies of Rocky Graziano’s story, “Somebody Up There Likes Me,” a letter from Dore Scully, M.G.M. vice-president in charge of production, inviting the trade press to send in their recommendations on casting the role of “Rocky” after reading the tome. The selection of the actor to play this central role is a difficult one,” Schary says.

Set Gottlieb Drive

Universal’s Chicago exchange has mapped a “Mamie Gottlieb Drive,” in honor of Universal’s district manager. The sales drive will run from July 9 to Sept. 1.

Filmmak Story Boards

Filmmak Trailer Co. again is issuing its television story boards for convidence of agencies and clients preparing commercials. The boards are designed to show how to prepare TV spots and give hints for the planning and creative stages.

Wash. Drive-ins Reopen

Three drive-ins in the state of Washington have reopened for the season. They are the Cashmere, Cashmere, Sunset, Othello, and the Big Bear, Ponitcho.

To Process Zarkoff Film

Pathe Laboratories has closed a deal with Samuel Zarkoff’s Golden Gate Productions for the processing of its 156 colour and sound which will be distributed by American Releasing Corp.

‘Angels’ Here July 7

“We’re No Angels,” Paramount comedy based on a Parisian stage play, will open at the Roxy Theatre here on July 7. The film, produced in VistaVision with color in Technicolor, stars Humphrey Bogart, Aldo Ray, Iger Ostrovic and Joan Bennett.

SHORELINE OF THE EAST

FOR YOUR SCREENINGS

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwyn King, Editor, Published daily except Saturdays, Sundays and holidays by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York, N. Y. Telephone Circle 7-3000. Cable address: Quignews, New York.” Martin Quigley, President; Martin Quigley, Jr., Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brody, Secretary, Quigley Publishing Company, 4 Golden Sq., London W. 1; Herbert V. Fecke, Advertising Manager; Gus H. Fagell, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Burns, Manager, William S. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 12 South LaSalle Street, Arlene Fox, Advertising Representative, H. 6-604; Washington, J. A. Oates, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnam, Manager; Peter Burnam, Editor: cable address, and Better Advertising Merchandising, each published 13 times a year as a section of second-class matter Sept. 21, 1936, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $1 in the Americas and $2 foreign; single copies, $1.
NEATEST TRICK OF THE SEASON!
A whole new generation wants to see it. Others
want to renew happy memories of it. And Judy
Garland sings "Over The Rainbow" in it. So
M-G-M brings you the joyous entertainment.

JOY WITH JUDY! "OZ" PROMOTION IDEAS!

TRAILERS: Endorsement over P. A. system. Advance
teaser copy trailer followed by regular trailer. "OVER
THE RAINBOW": Song was plugged several weeks
in advance inside the theatre and in the lobby. LOBBY:
Cut-out letters over entrance doors. 40 x 60 in foyer.
Illuminated still and cut-out board. NEWSPAPERS:
Critics urged to re-review the picture. Enlist aid of movie
editors. RADIO AND TV: M-G-M Records and Decca
have albums and window display cards. WINDOW
DISPLAYS: Travel agency tie-up. “Happy Land of
Make Believe to Happy Land of Sunshine.” BOOK
STORES: “Oz” books. Good displays for windows and
ads. SCREENING: For staffs of college and high
school newspapers, also for Teen Council. MAILING:
To membership of local Film Society and to local
women’s clubs for bulletin boards. BALLY: Walking
book used several days before opening, also at schools.
LIBRARIES: Natural for local library tie-up with
stills. SPONSORSHIP: One individual, amusement
editor or columnist makes the appeal that it was by
his personal intervention that the picture has been
brought back. He continues to plug it, arranges stunts.
CHILDREN’S SHOW: A popular local TV children’s
show stages a contest, “Why I Like This Show.” Prizes
are tickets to a special screening Saturday morning.
GET FREE PRESS BOOK FROM NATIONAL SCREEN SERVICE.
People

Eugene Picker, vice-president of Loew’s Theatres, has announced the promotion of Mary Kirkwood, former assistant manager of Loew’s in Jersey City. Kirkwood, who will be the manager of Loew’s 83rd St. in Manhattan, and of Leonard Edwards, assistant, Loew’s State, Newark, to the management of Loew’s Rio, 106th St and Broadway. Allie Bernstein, manager of the Rio and a veteran in the Loew’s rank, will retire shortly.

Simon Lazarus has leased his Lyric Theatre, Monrovia, Calif., to Eddie Deir.

Vivian Schertz, formerly of Omaha’s Film Row, has returned there as secretary to Joe Jacobs, Columbia branch manager.

Dimitri Tzioinik has been elected to the highest office within the ranks of Societe de Auteurs, Compositeurs, Editeurs et Musiciens.

Ray McNamara of the Allyn Theatre, Hartford, has been elected a director of the Greater Hartford Cereal Park Association.

Robert A. Sherman has been appointed assistant to the comptroller of Kodak Park Works, Rochester.

Kansas ‘Moon’ Case Going to High Court

TOPEKA, Kans., June 28.—Holmby Productions, Inc., manager of the U. S. Supreme Court the banning in this state of “The Moon Is Blue,” according to papers filed here with Walter Nellenger, clerk of the Kansas Supreme Court, for the Kansas Supreme Court some time ago when a Kansas Board of Review had authority to ban the showing of the film.

Weshner Assignment

David E. (Skip) Weshner has been appointed producer’s representative for “News Is Made at Night,” Bert E. Friedlob’s first independent production for United Artists release, which is now before the cameras in Hollywood under Fritz Lang’s direction.

Rhoden Talks Cinerama Deal

(Continued from page 1)

...he has had previous talks on the utilization of “This Is Cinerama.” Right now, he acknowledged, NT has a system, but at this conference he was as much as to obtain representation on its board in the hope of influencing policy ... the more vast real estate holdings of the company.

Regarding possible theatre expansion Rhoden said, “Certainly we’re going to acquire theatres.” However, he denied that NT had any “great movement” towards the liquidation of some of the real estate holdings of the company. 

...Rhoden said he planned to leave here for the Coast tomorrow.

Joint Talks

(Continued from page 1)

...was attended by Universal president Dr. Joseph M. Ruskamp, Mumbai, California, being the last day of the Hollywood Film Auction. The meeting was attended by the joint committee which is working on a plan for the joint holding of a weekly sale of motion pictures in the industry.

The meeting was attended by the joint committee which is working on a plan for the joint holding of a weekly sale of motion pictures in the industry. The topics of discussion, based on previous experiments, ranged from the exhibition fee to the liberalization of sales terms to the film companies, created by the short supply of product.

Today, the committee plans to confer with Republic in the morning and Allied Artists in the afternoon, completing its scheduled roster of individual company conferences which included the 20th Century Fox, Metropolitan, Loew’s, Columbia, and RKO Radio Pictures.

Denies Defendants’ Plea in Miami Suit

Federal Judge Edward Weinfield, in New York Federal Court yesterday, denied a motion for summary judgment by the defendants in an anti-trust case brought by Tivoli Theatres, Inc., of Miami, and its trustees. The suit was filed in 1952 and sought damages amounting to $792,000. The case will go to trial in the fall.

Defendants were 20th-Fox, Paramount, Columbia, Warner Bros., RKO Radio and their subsidiaries. Henry Pearlman, New York attorney, represented the plaintiffs.

Leennon in ATV Post

Jack L. Lennon, formerly account-executive at Transfilm, Inc., has assumed the duties of executive vice-president of ATV Film Productions in charge of sales. He will divide his time between the New York executive offices and the studios in Long Island City.

Berlin to See ‘Gold’

BERLIN, June 28.—Columbia Pictures’ Warwick production of a “Prize of Gold” has been selected by the Berlin Film Festival to be screened at this week at the huge outdoor Waldenburg which seats 25,000, the film company said.

U.S. Report

(Continued from page 1)

...and the cities an unknown additional amount. The amusement taxes accounts for 7/10 of one cent of all revenue collected in that event, and 2/10 of one cent of all state collections.
BOX OFFICE DYNAMITE!

HELD OVER EVERYWHERE...

Grosses From Coast To Coast DOUBLED And TRIPLED

LOEW'S CIRCUIT
Top Billing In Entire New York Metropolitan Circuit July 19th-23rd

WARNER CIRCUIT
1st Run Pittsburgh - 11 Theatres • WARNER Th. Youngstown

and PARAMOUNT THEATRES • SCHINE CIRCUIT • SHEA CIRCUIT
LEADING DRIVE-IN THEATRES REPORT SMASH BUSINESS

"NAKED AMAZON"

Backed By Sure-Fire EXPLOITATION CAMPAIGN

WATCH FOR: "Game Of Love" & "One Summer Of Happiness" • Approved By The M.P.A.

WIRE OR PHONE: WILLIAM C. SHELTON (Vice Pres. & General Sales Manager)
TIMES FILM CORP. 144 W. 57 ST. NEW YORK 19, N. Y.
Motion Picture Daily

Wednesday, June 29, 1955

National
Pre-Selling

"The Importance of Being Earnest" and "Marty"
Millstein's profile of Ernest Borgnine which will appear in the June 22 issue of "Motion Picture Daily" is the story of "Marty."

In addition to breaking box office records, "Marty" was selected as best picture at the Cannes Film Festival. The profile is illustrated by color photos of Borgnine with his wife and daughter. It opens on a two-page spread and makes highly interesting reading.

"This Week" magazine's full color front cover on the July 10 issue will be devoted to Gina Skola, "one of Hollywood's great actresses," as reported by Louis Berg, motion picture editor. He has written a personal, solitude story that will appear in a same issue with his regular motion picture debut in "U.T.'s All That Heaven Allows."

Florence Sommers, in recommending "Not as a Stranger" to the readers of the July issue of "Redbook," said that this feature has a strong, emotional story about Lucas Marsh (Robert Mitchum) whose interest in becoming a doctor is so intense that he is known as a man without a heart. His funds are limited, and when he marries an heiress, he marries a nurse because she offers to finance his studies.

A striking full color ad on "Not as a Stranger" appears in the July issue of "McCall's."

A two page spread in the July 12 issue of "Look" features reviews of two war films: Warners' "Misters and Rats," and U.I.'s "To Hell and Back." Both pictures receive laudatory reviews, which are illustrated by action photos taken on the production set.

Louisa Parsons wrote an interesting story about Bob Hope for the June 26 issue of "Pictorial Review." The latest picture, "The Seven Little Foys" will have its premiere tonight at the New York Criterion Theatre.

"Mister Roberts," "Moonfleet," and "Strategic Air Command" are reviewed in the July issue of "Seven-ten."

"Daddy Long Legs" was selected for the feature news in the July issue of "Woman's Home Companion." Five production photos are used to illustrate the reviewer's comments. He sums up by saying: "This gay musical, full of irresistible songs and dances, ends just as it should—in absolute enchantment."

"Pageant's" July issue has a pictorial layout on Terry Moore, featured actress in new "Century-Fox" picture, "Daddy Long Legs." Six pages of photos are devoted to Miss Moore, and "Daddy Long Legs" is mentioned prominently.

A striking full color ad on "The Seven Little Foys" appears in the June 26 issue of "American Weekly."

N. E. Allied Unit
Sets Oct. Convention

BOSTON, June 28.—A two-day regional convention of Independent Exhibitors, Inc. of New England, the first of its kind in the area, will be held on Oct. 24-25 at the Town Tavern, Winchendon, Mass. Other Allied units from Pennsylvania, New Jersey and Connecticut are to be represented for a get-together combining business meetings with entertainment.

White to Meet With
Ad Chiefs in N.Y.

HOLLYWOOD, June 28.—Gordon S. White, Advertising Code Administrator, currently vacationing in Arizona, will meet with major company executives in his home city next week to acquaint them with the results of his informal discussions with studio executives on advertising policies.

Coast Unions Talk
New Contract Terms

HOLLYWOOD, June 28.—The AT&T, local representatives on the AFL Film Council and representatives of the "basic agreement" unions attending today's council meeting discussed contract terms that will be presented in next month's bargaining sessions with the major studios. Details were not immediately disclosed.

Atlanta's WOMPI
Will Install Today

ATLANTA, June 28.—Mayor William B. Hartsfield will be the principal speaker on Wednesday when the Atlanta chapter of the Motion Picture Industry installs its newly elected officers for 1955-56. The occasion will be a dinner with favors for guests.

The following officers will be installed: Mrs. Stella Poulhum, president (Republic); Mrs. Evelyn Snow, first vice-president (Wilkin); Mrs. Ernestine Carter, second vice president (Paramount); Doris Honeck, recording secretary (Buena Vista); Katharine Moore, corresponding secretary (Universal Supply); and Edythe Bryant, treasurer (National Screen). New members of the board will be Bina Helga Hansen (Universal), Mrs. Johnnie Barnes (Wilby) and Martha Hall (MGM). Mrs. Betty Raray, retiring president (United Artists), will also serve on the board for one term.

Committee Heads Named

The new committee chairmen are Mrs. Charline Jones (MGM), steward; Mrs. Harriett Caudle (Unique Artists), publicity; Mrs. Grace Bramlett (Paramount), extension; Mildred Brown (Industry); Pat Brown (Warners), finance; Darlene Eskew (Wilby), publicity; Mrs. Jack Coleman (Unique Artists), relations; Miss Grace Woolley (Colombia), club history; and Mrs. Lynula Bennett (United Artists), gift.

Distributors May
Avert Mexico City
Strike of Workers

Special to the DAILY
MEXICO CITY, June 28.—Though hope dwindles as the deadline, June 30, approaches for strikes against local exhibitors and Mexican producers and studies by the National Cinematographic Industry Workers (STIC) and the National Film Workers (STFC) unions to enforce demands for 25 to 50 per cent wage increases, executives here feel that the eight American and four Mexican distributors will be able to settle their pay issues with STIC amicably.

That hope is based on the fact that talks between distributor and STIC representatives have done so well that the deadline has been moved up to July 31. Trade opinion is that STIC will back down from its demand for 25 per cent more pay for its members who work for the distributors and accept a face-saving hike. This is because it is becoming better known that the distributors are not making "lots of money," as reported.

Eight Majors Involved

The American distributors are Paramount, 20th-Fox, Columbia, Warner Bros., Universal, International and Republic.

All studios except the Tepeyac units of United Artists, but American distributors producing in Mexico would be immune as they have arranged with their Mexican unionists to carry on major work, regardless of the trouble. The producers face pay demands of 28.7 to 50 per cent from the Mexican unionists ofParamount, Columbia and Fox, and the producers aver that they cannot afford to meet these demands. But STIC insists that they can.

UA Domestic Billings Up
(Continued from page 1)

films and five "art" pictures are included in the group of 26 which will be distributed at the rate of four-per-month. UA will back this releasing program with a $6,000,000 sales campaign at all points of sales and increase the five-week run and hold field to forces by 50 men by mid-July.

In the June-to-December, 1954, period, UA spent $4,800,000 in advertising, publicity and exploitation. This year, UA has increased its advertising, publicity and exploitation by 25 per cent or $1,200,000 while the releasing program is six pictures less than last year.

The UA distribution head said that the eight top pictures released and to be released during this seven-month period are "Marty," "Summertime," "Not As A Stranger," "The Ken-rickian," in CinemaScope, "Night of the Hunter," "Gentlemen Marry Brunettes," in CinemaScope, "The Troublesheeter" and "Alexander, the Great." The 26 cinemas of UA will be UA's Christmas release. The five "art" pictures are "Othello, "Aaa, My Maries, Who's Afraid of Virginia Woolf?, "Lucky Kid" and "Tiger and the Flame."

Investment of $40,000,000

Heineman, along with G. B. Kranz general sales manager; Mill Cohen, Eastern and Southern division manager; Jim Yeeld, Western division manager; Francis M. Winikus, national director of advertising, publicity and exploitation, and Mort Nathanson, publicity manager, reported that UA's investment in some 43 productions will be $40,000,000.

"Seventeen" will go into work within four-month period last year and, world-wide, the second half of this year should be more," he said.

A GALA turnout of stars, civic dignitaries and exhibition leaders was at the Capitol Theatre on Broadway last evening for the plush preview of Stanley Kramer's "Not As A Stranger," United Artists release starring Olivia de Havilland, Robert Mitchum, Frank Sinatra, Gloria Grahame, Broderick Crawford and Charles Bickford. The widely-heralded production, fanfared by a jumbo $1,200,000 campaign, will be premiered at the Warner Beverly in Los Angeles tonight in a colorful opening beamed to millions across the country via a 76-station NBC-TV network. At the right are shown, left to right, Mrs. George Schaefer, Jr.; George J. Schaefer, producers' representative; Silas F. Seadler, M-G-M advertising manager; Mrs. Ingrid Seadler, and Joseph R. Vogel, vice-president of Loew's, Inc.

Gloria Grahame, who co-stars in "Not As a Stranger," is greeted by Arthur B. Krim, president of United Artists. Miss Grahame served as hostess to the celebrity-studded preview audience.

Randforce Theatres executive Emanuel Frisch, with Mrs. Frisch, was among exhibitor leaders at the advance showing of the long-awaited Kramer production.

Broadway crowds jam the front of the Capitol to glimpse the arrival of stars and celebrities attending the preview. The glittering film event drew blanket television, radio and news coverage.
In July...from 20th!

How To Be
VERY, VERY Popular

puts ROCK ’n’ ROLL
on your screen
for the first time!
Tell the youngsters
you’ve got it!

20th Century-Fox presents BETTY GRABLE • SHEREE NORTH • BOB CUMMINGS • CHARLES COBURN • TOMMY NOONAN in HOW TO BE VERY, VERY POPULAR with Orson Bean • Fred Clark • Produced, directed and screen play by NUNNALLY JOHNSON • COLOR by DE LUXE A CINEMASCOPE® Picture

“it’s a pleasure to do business with 20th!”
WB Promises Assistance to Small Theatres

Kalmenson Reveals Flat Rentals Will Be Offered

Warner Brothers will give "every assistance to the small grossing theatres" and will offer "flat rental terms to these small grossing theatres," Ben Kalmenson, vice-president and general sales manager, has promised the joint Theatre Owners of America-Allied States Association committee.

The joint exhibition committee, meet with Kalmenson and Bernard S. Goodman, coordinator of field sales activities for Warner Brothers (Continued on page 2)

Brandt Sees Foreign Films ' Salvation'

Motion pictures of foreign origin could be the salvation to the shortage of product in the United States, according to Harry Brandt, president of Brandt Theatres and of the Independent Theatre Owners of America (Continued on page 6)

Operation Big Switch'

N.Y. Area Pledges Its Full Support to Audience Poll

By LESTER DINOFF

The New York exchange area, which represents approximately 30 per cent of the seating capacity of America, according to Emanuel Frisch, president of Metropolis Motion Picture and exclusively pledged 100 per cent support to the COMPO Audience Awards campaign.

Some 150 industry representatives from exhibition and distribution, meeting at the Hotel Sheraton-Astor here yesterday, heard Frisch declare that the awards program—"Operation Big Switch"—in this territory will

UK Monopoly Report Finds Few Practices Amiss in Industry

By WILLIAM PAY

LONDON, June 29.—The Government's Monopolies and Restrictive Practices Commission report published today cites the discovery that collective, restrictive practices exist in a wide range of industries and trades here, but makes only incidental reference to the motion picture industry.

The report does comment on the Kinematograph Renters Society's (distributors) refusal to deal with independent exhibitors' booking committees, and the KRS enforcement of early Levy payments by the insertion (Continued on page 6)

Reelect All Officers Of Century Circuit

Henry G. Miner, Jr., chairman of the board, and all officers of Century Circuit, Inc., were reelected at a meeting of the directors in Jersey City.

The slate consists of Leslie R. Schwartz, president; Samuel Goodman, first vice-president; Andrew A. Nelson, second vice-president; Martin H. Goodman, secretary-treasurer, and Dorothy Barko, assistant secretary.


Concluding Individual Company Meetings Here, TOA-Allied Unit Says Distribution Appreciates Exhibition's 'Serious' Plight

By MURRAY HOROWITZ

A belief that sales policies of film companies "will be formulated (to) bring immediate and remedial relief" to exhibition was expressed here yesterday by the Joint Allied States Theatre Owners of America Committee, in a statement marking the virtual completion of conferences with individual distributors.

"As a result of these meetings," the statement declared, "distribution now recognizes and appreciates the serious economic position and particularly of the smaller grossing theatres in the country." The joint statement then expressed the committee's belief in the formulation by distribution of sales policies which will bring immediate and remedial relief.

The declaration, which offered the first official exhibition version of the chief topics discussed at the various meetings, kicked off by the May 24 (Continued on page 2)

D of J Favors New Trust Damages Bill

WASHINGTON, June 29.—The Justice Department today endorsed a discretionary damages bill, providing treble damages are still required for wilful violations of the anti-trust laws. Under present law, three times the actual damages are required whenever a defendant in a private anti-trust suit has failed guilty A House judiciary subcommittee today started hearings (Continued on page 6)

$40,000 Raised by 'Foy' Premiere Here

New York had a "brilliant" motion picture premiere last night with the opening of Paramount's "The Seven Little Fays," which raised more than $40,000 in ticket sales for the benefit of United Cerebral Palsy.

A capacity audience, including nearly 1,000 civic, social industry and show business notables, attended the opening of this Paramount Vistascope musical, starring Bob Hope as the famed song and dance man, Eddie Foy, Sr.

The premiere not only served to raise much-needed funds for United Cerebral Palsy but also was a tribute (Continued on page 6)

Pulitzer Committee to Mull Film Award

The advisory board of the Pulitzer Prize committee will discuss Jack Warner's proposal for an award to the best American motion picture of the year at its next meeting on May 9, 1956, secretary John Hohenberg of the Pulitzer Prize Committee has advised the executive producer at Warner Brothers' studios in Hollywood.
Personal Mention

SEYMOUR POE, I.F.F. Releasing Corp. executive vice-president, and E. R. ZORERGOTTI, chairman of the board, are scheduled to arrive here today from Rome.

Tom BALDWIN, field press representative for M-G-M in the Charlotte-Washington area, has been reelected chairman of the Jay Cee War Memorial Fund board of trustees, Atlanta.

Tom GERETY, of the M-G-M publicity and advertising department, has arranged to drive from the Coast for a vacation.

Henry GERMANE, Paramount exchange manager in New Haven, and Mrs. GERMANE are marking their 25th wedding anniversary.

NAT LEVY, RKO Radio Eastern-Southern division manager, was in Philadelphia yesterday from New York.

Milton SCHWARZ, head of Schwars Pictures in Washington, has returned there with Mrs. Schwarz from Las Vegas.

Hereman HOFFMAN, producer, has arrived in New York from Hollywood.

William T. FOWLER, division manager of Smith Management Co., has returned to Boston from Hartford.

W. B. Promises

(Continued from page 1)

ers on Tuesday morning of this week.

In a statement released here yesterday, the exhibition group announced that "various problems of exhibition and distribution are discussed and particularly those of the small grossing theatres. Mr. Kalinenson showed a keen interest and advised that Warner Brothers is now conducting a national survey by exchange areas, analyzing each theatre, in order to set a sales policy. We believe that you can buy Warner Brothers pictures on a fair and equitable basis.

Youngstein

(Continued from page 1)

with the drive broken into three six-week breaks climaxing by a seven-week home stretch. The first phase extends from July 10 to Aug. 20. Succeeding phases will kick off on Aug. 21, 22 and 2 Nov. 13.

Finish Camera Work On Col.'s 'Wonders'

Producer-director Harry Foster has completed color camera work here on the first CinemaScope live action short made by RKO, "Wonders of Manhattan." As soon as George Jessel completes the narration, the print will be processed with the view to release this summer.

Joint Exhibitor Group

(Continued from page 1)

conference with 20th Century-Fox, ended on this note:

"I sincerely feel that this all-out effort by exhibitors will improve distributor-exhibitor relations and that production and distribution will den- somize their desire to prevent the closing of many theatres throughout the country."

The committee wound up its series of conferences yesterday, with the ex- ception of United Artists, by meeting with representatives of Republic and United Artists. Tentative dates for a meeting with UA are being arranged, the committee added.

We will be avoiding sought-after points, according to the statement, were the principal topics of discussion at the various meetings.

"1. Eliminate all static national sales policies and sell pictures based upon individual merits to all theatres on their ability to pay.

"2. A fair and equitable sliding scale to avoid rebuying and renegotiating a picture time and time again.

"3. Sell pictures to theatres growing $1,000 less per week on a fair equitable flat rental basis... Arbitration on film rentals of $100 or over.

"4. Make more and better pictures with new and fresh personalities.

"5. Relieve print shortage, whether in number or classification (the latter referring to shortages of either major or optical prints)."

The committee, in its statement, maintained that "there was clarification as to sales policies of the various companies and problems of distribution were discussed."

The declaration further stated that "distribution was advised by the com- mittee as to procedures and communication as to policies which have caused misunderstandings and friction. We believe that these distributors should be more stringent policing not only by distribution of their sales personnel but also by advertising in various territories," the statement continued.

Now Preparing Report

The committee is now in the proc- ess of evaluating the results of the individual conferences for the purpose of making a full and detailed report to their respective organizations," it conclu-

ded.

The evaluation, it was learned, began immediately after yesterday's two meetings, with the committee meeting as a body in FOA headquarters, Walter Reale, Jr., a member of the joint committee, acting as spokesman for the chosen group, said the committee will continue to investigate.

In response to a question, he said the committee will meet again in the near future to appraise the results of the work.

Will Weigh Allied, TOA Moves

According to previous statements by Allied and TOA officials, the outcome of the conferences will be weighed in support of, or in rejection of, either TOA's or Allied's proposed moves. These include Allied's proposals to DOA's and federal regulation of distributors and TOA's position on arbitration.

Legion Protests End 'Sinbad' Drive-In Run

BUFFALO, June 29,—Because of protests by the Legion of Decency, the run of the Legion-condemned "Son of Sinbad" at the Lincoln in Cheektowaga, has been terminated, the Very Reverend Msgr. Edward S. Schwesler, Legion director in the Buffalo diocese, had his decision yesterday.

"We are unalterably opposed to the showing of this highly objectionable picture," the bishop said. "We stepped up from the Diocese of Buffalo," he said. "If any other theatre shows it, we will at once ask all practical Catholics to stay away from that theatre and from any affiliated theatre for a period of six months."

If any drive-in shows it towards the end of this outdoor season, we will ask Catholics to avoid that theatre during the subsequent season."

Pathecolor for 'Mohawk'

James S. Burkett, West Coast sales manager of Pathe Laboratories Inc., a subsidiary of Chaceoke Industries, has announced that a contract has been signed with Edward L. Alperton for the processing of his forthcoming project, "Mohawk," a now photographing in Pathecolor. The picture is set for 20th Century-Fox release and is scheduled to go into production on or about July 15.

Letter to the Editor

Dear Sir: I notice in your issue of Motion Picture Daily of June 21, an item containing a bill I have received to prevent “gas meter” or “pay as you see TV.” Mr. Arthur Levey, President of Skiatron, is quoted as saying that my measure would be helpful to TOLL TV interests by bringing the issue to a head. It seems to me that it has already been brought to a head, judging by the avalanche of mail I have received from all parts of the country and it is presently running 30 to 1 in favor of FREE TV. I am told the FCC has also received opinions from the four corners of the land on this subject and that the preference is overwhelmingly in favor of free TV. As a result, I am quite sure the FCC would not run counter to the great weight of such opinion and unmask pay TV on the coun-

Pledges Pouring in For Hospital Drive

Pledges to take up audience collections one day during the week of Aug. 22 to benefit the Wills Roger Memorial Hospital and Research Labo-

려tories are beginning to "snowball," according to S. H. Fabian, national chairman of the special drive.

"The committee is delighted with the number of drive-ins that pledged, Fabian said. "The local managers and theatre owners of the drive-ins are potential sources of much needed funds to augment the collec-
tions made at the other theatres."

As a result of the coast-to-coast teletion and the active support of the motion picture trade publications, it is expected to enroll the largest number of theatres for collections since the days of the March of Dimes, Fabian stated.

New Title for UA Film

"Break to Freedom" has been chosen as the title of the T. T. II prison camp drama produced by Eros Films and released by United Artists, Formerly titled "Alber, Lord of the Prison," the film stars Anthony Steel and Jack Warner.
Kirsch Reviews the Year

Allied of Illinois Observes Its ‘Silver Anniversary’

From THE DAILY Bureau

CHICAGO June 29.—Allied Theatres of Illinois saluted its 25th anniversary here today with a luncheon meeting in the Blackstone Hotel at which president Jack Kirk reviewed the activities of the past year.

In giving details of the forthcoming Allied States Association annual convention in Chicago, Kirsch said that nearly 60 per cent of the booth space for exhibitors and manufacturers had been reserved and that present indications were that the show would establish a record for attendance.

Kirsch pointed out that between the industries and Allied was a conflict over the Academy Awards poll, but it looks as though the exhibitors are going to vote again.

 McGee Stresses Need for Strong Awards Poll Support

Special to THE DAILY

GULFPORT, Miss., June 29.—The possibility of having great public interest in the Audience Awards poll, by letting the public select top pictures and personalities rather than selection by within-the-industry executive, was discussed here yesterday by Pat McGee, of Cooper Foundation Theatres, at a meeting of Mississippi Theatre Owners Association.

Kirk pointed out that there was no conflict between the Academy Awards and the industry’s Audience Awards. Rather, he contended, they constitute a different type of entertainment.

Calls Distributor Aid Vital

Kirsch stressed that stress is going to go to the exhibitor-distributor relations which, he asserted, are being strained because of distributors’ demands for “higher and higher and higher and higher and higher and higher and higher and higher film terminologies.”

Opposes 2 Bills; Favors One

Kirsch told the membership that the unit was opposing two state legislative bills, one dealing with censorship and the other prohibiting the construction or maintenance of drive-in screens that are visible on state highways. The unit is favoring a bill that “kinds” the idea for the reproduction of copyrighted music.

Kirsch Re-elected President

Allied Theatres of Illinois

CHICAGO, June 29.—Jack Kirk, who was re-elected president of Allied Theatres of Illinois for the next three years at its annual luncheon-meeting held at Blackstone Hotel today, others elected for one year were Van Nomoski, vice-president, and Ben Banovitz, secretary-treasurer.

McGee stresses need for strong awards poll support.

Fall River House Closes

The Embassy Theatre, Fall River, Mass., has closed for the summer. It is planning to reopen on July 15 when the Flemington, will go to the Island Park Theatre, Portsmouth, R. I., which has been closed for several months following a fire.

Judy Garland to Seattle

Judy Garland, in person, with a company of 40, will bring the Judy Garland Show to the Civic Auditorium, Seattle, Sunday and Tuesday, July 17 and 18.

Conn. Exhibitors to Meet on Compo Plan

A meeting of Connecticut exhibitors and other industry representatives to perfect plans for the COMPO audience awards campaign in the New Haven exchange area has been set for July 11 in the 20th Century-Fox exchange office there.

The meeting has been called by Shepard Bloom, Harry Feinsteine and Harry F. Shaw, co-chairmen for the area, who are urging all area theatre men to attend with their advertising and publicity personnel.

Other area meetings scheduled include: today, St. Louis, Oklahoma City and Boston; July 14, San Francisco; July 20, St. Louis and Minneapolis; July 26, (tentative), Milwaukee.

Oklahomans Meet Today on Awards

OKLAHOMA CITY, June 29.— Ralph Drewry, chairman of the Oklahoma City exchange audience awards committee, has set a meeting of all exhibitors and distributors in this exchange area for tomorrow.

Pat McGee of Denver, president of the Cooper Foundation Theatres, will be the principal speaker.
"IT IS INESCAPABLE THAT IT BE DECLARED ONCE AND FOR ALL THAT "LAND OF THE PHARAOHS" IS THE GREATEST HOBBY COLOR FILM THAT HAS EVER BEEN MADE."

HOWARD HAWK'S LAND OF THE PHARAOHS

FILMED IN EGYPT WITH A CAST OF THOUSANDS UPON THOUSANDS—BY THE LARGEST LOCATION CREW EVER SENT ABROAD FROM HOLLYWOOD!

CINEMASCOPE WarnerColor Stereophonic Sound

STARRING

JACK HAWKINS • JOAN COLLINS
DEWEY MARTIN
ALEXIS MINOTIS

Written by William Faulkner
Harry Kurnitz • Harold Jack Bloom
A Continental Company Ltd. Prod.

Produced and Directed by HOWARD HAWK'S
Presented by WARNER BROS.

Music composed and conducted by Academy Award Winner
DIMITRI TIOMKIN
who went to the land of the Nile and captured it in haunting melody!

“IT WAS THE BIGGEST BOX-OFFICE HIT OF THE YEAR!”

MOTION PICTURE HERALD

“‘BIG’ IS THE KEYWORD FOR THIS VAST
ATTRACTION! BIG EXPLOITATION IS INDICATED
AND BIG RECEIPTS PROMISED! A PRODUCTION
OF MONUMENTAL STATURE!”

MOTION PICTURE DAILY

“ONE OF THE MOST SPECTACULAR
PICTURES TO BE SEEN! SOME OF THE
MOST IMPRESSIVE SEQUENCES EVER SHOT
IN CINEMASCOPE!”

FILM DAILY

“COLOSSAL ENTERTAINMENT FOR EVERYONE! THE
BIGGEST AND MOST IMPRESSIVE SPECTACLE IN YEARS!
The CINEMASCOPE SCREEN LITERALLY BURSTS WITH THE
GREATNESS OF IT ALL!”

SHOWMEN'S TRADE REVIEW
OF THE GREATEST PICTURES OF ALL TIME!

THE PHARAOHS

they'll love to find a bigger word on Spectacular! Truly gigantic! A massively impressive production and gripping entertainment!" HOLLYWOOD REPORTER

remendous! Romance, adventure and intrigue played against a grandiose back-drop of actual story locales populated with teeming masses of thousands upon thousands!" VARIETY

a giant among film spectacles! One of the best that has appeared from every point of view!" FILM BULLETIN

“A top-draw mammoth spectacle! Eye-popping entertainment blessed with an expert story, solid performances, great visual sweep and all the romantic and actionful trappings!” INDEPENDENT FILM JOURNAL

BUSINESS BULLETIN No. 1/
FIRST 3 CITIES
SMASH! SMASH! SMASH!

IN L. A. (3 HOUSES!) FRISCO AND OAKLAND! DOUBLE YOUR HOLDOVER TIME—IT’S DOUBLING BUSINESS!
NATION-WIDE THIS WEEK FROM WARNER BROS.
Bradt Sees

(Continued from page 1)

Acquires French Film

Bradt revealed that he had acquired the U. S. and Canadian film rights to the motion picture "Stopover at Orly" for the Translux Pictures Co., and will offer the film to Distributors Corp., of America for theatrical distribution in New York. The film has been dubbed into English, he said. "The art of dubbing has reached a new peak of perfection," he added, in France, Mr. Bradt said. "Dubbing has already been accepted by U. S. audiences, as attested by the success of American films such as 'Carmen Jones.'"

He said that wherever he went in Europe, he saw "sensational" business for both local and foreign product.

$40,000 Raised

(Continued from page 1)

to Hope for his activities on behalf of the victims of cerebral palsy.

After the premiere, Hope, a guest of honor at a champagne supper at the Sheraton-Astor Hotel, Earlier in the evening Leonard Goldenson, president of the American Broadcasting-Paramount Theatres and chairman of the board of directors of UCP, gave a reception for the chief of the U. S. U. C.

Among the premiere guests were: Secretary of the Air Force Harold E. Calhoun, Governor Allen Sather of Texas and showbusiness celebrities Milton Berle, John Daly, Denise Darcel, Jane Froman, Rita Gam, Warren Hull, Dennis James, Eartha Kitt, Terry Moore, Johnnie Ray, Thelma Ritter, Maria Riva, Hazel Scott and Margaret Truman.

Theatres to Continue
5% Tax Fight: Brandt

New York City exhibitors will continue to fight the five per cent amusement tax and try to have the State Enabling Act of 1945 revised. Walter Read, president of the Independent Theatre Owners Association, declared here yesterday.

"The State statute should be removed as a whole because, since 1947, conditions in New York have changed considerably," Mr. Brandt said. "We will fight the amusement tax conti-

D of J Favors

(Continued from page 1)

and the native languages, but they need the encouragement from U. S. exhibitors who will and should offer them playoff time," the industry veteran said here yesterday. "There is a great potential for foreign films here if exhibitors would invest playdates, exploitation, etc. in them," he said.

Theatre Owners Association; Walter Read, Jr., president of Walter Read Circuit; Wilbur Snavely, member of the CMA Board; "Tint" Davis Levy and Robert Coyer, COMPO's special counsel, termed the awards program "Operation Big Switch" because "we, the industry, decided to do something for ourselves, to stimulate the public's interest in motion pictures and theatres, instead of helping charitable causes. The COMPO audience awards plan is not a depression move to save a dying business."

Rhoden, in announcing that only 2,100 ballots of the 15,000 ballots mailed thus far to exhibitors by National Screen Service have been returned to Price, Waterhouse & Co., asked exhibitors to push the program as much as possible. "We need at least $5,000 in the next six months so that some fifty to sixty million people can vote in theatres from Nov. 17 to 27 for the 'best picture of the year,' the 'best performance' by an actor and actress, and the 'most promising' new male and female personalities," he said.

The COMPO Audience Awards poll, Rhoden stated, "will add dollars to industry business." He said that the publicity releases on the poll will be before the public sometime in July. Seated on the luncheon dais were Richard Altschulter, Edward Morley, William J. Heimann, William C. Geiringer, Ben Marcus, A. Montague, E. D. Martin, Frisch, Rhoden, Brandt, Herman Robbins, Herbert J. Yates, Rube Skor, Reade, Snavely, John J. O'Connor, Richard Brauss, Levy and Coyer.

Monopoly Report

(Continued from page 1)

of a clause in the contract allowing the distributor to withhold films from unco-operative exhibitors, and listing exhibitions with deceptive or dishonest practices.

The report makes no specific recommendations directed to the film industry but does advocate legislation to prohibit collective trade agreements, not unknown to the trade here.

Exhibitors EVERYWHERE are Saving Money with the Raytone HILUX JR. Screen

The HILUX JR. is Raytone's new economy priced, high quality screen for all-purpose projection. It is a heavyweight, seamless metallic surface with fully improved side-lighting at the lowest price ever. For larger installations, regular Raytone HILUX means perfect projection up to 80 feet in width! See your regular dealer NOW for prompt delivery.

RAYTONE Screen Corp. 165 Clermont Ave., Brooklyn 5, N. Y.

MIDWEST: Raytone Screen Corp., 401 West St. Charles Rd., Lombard, Ill.
CHEERS AND APPLAUSE greeted Paramount's Shavelson-Rose production, "The Seven Little Foys" last night at the Criterion Theatre where a gala premiere was held for the benefit of United Cerebral Palsy. A vast area on Times Square in front of the theatre was packed with excited throngs as Bob Hope, star of the Vista-Vision-Technicolor film biography of vaudeville "great" Eddie Foy, Sr., and other celebrities arrived for the brilliant opening. The film showing was preceded by a brief stage ceremony during which Hope received UCP's first "Humanitarian Award" for his great work on behalf of the cerebral palsy sufferers. Photo at right shows the general scene in front of the theatre before the start of the picture.

Bob arrives with Mrs. Hope; six of the picture's "seven little Foys": daughter Linda Hope (far left); Melinda Wayne (beside Linda), daughter of actor John Wayne, and son Tony Hope (far right, rear).

TV star Ed Sullivan, flanked by Larry Morris (left), general manager of the B. S. Moss Circuit, of which the Criterion is the flagship house, and Jerry Sager, Criterion publicity director. Trio looks over poster art on "The Seven Little Foys."

Robert I. Rogin, president of United Cerebral Palsy of New York, Inc., arrives at the premiere with Mrs. Rogin.

At "Humanitarian Award" presentation ceremony (L-R): Leonard Goldenson, president of American Broadcasting-Paramount Theatres and chairman of the board of directors of UCP; John Hausman, board chairman of UCP of New York; Joseph Martino, president of National Lead Corp.; industrialist John Firestone, a director of UCP, and Hope, acknowledging the honor.
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