Coast Meet to Set WB Sales And Ad Plans

Called 'Most Important' In the Firm's History

Warner Brothers plans what the home office describes as “the most important series of business meetings in the company's history,” to take place at the company's Coast studios on July 13-15, with Ben Kalmenson, vice-president in charge of distribution, presiding.

On the agenda will be the setting of an all-phase Warner policy in addition to sales and advertising plans for the company’s productions.

Attending the meeting in addition to the three Warner Brothers, Harry M., (Continued on page 3)

Hal Wallis Plans to Start Four in Fall

Hal Wallis, here from Hollywood, will put four productions into work for the fall and winter season, he disclosed at the weekend, as he prepared to sail from here this evening on the Nieuw Amsterdam for a combined business and pleasure trip to Europe.

On his return to Hollywood in September, Wallis will start “The Stooge” as a vehicle for Dean Martin and Jerry Lewis; “Night Man,” a Burt Lancaster feature; “Quantrell’s” (Continued on page 2)

Goldsmith Due Here On Producing Fund

LOS ANGELES, July 2—Gloria Films Productions' president, I. G. Goldsmith, entrained here for New York at the weekend where he is expected to sign final papers for a $200,000 revolving fund to finance his own films. While in New York he also will confer with United Artists officials.

Goldsmith was in New York three weeks ago conferring with a financial group regarding the revolving fund.

AMP to Salute The Trade Press

"Salute to the Trade Press" at a luncheon scheduled by Associated Motion Picture Advertisers president Harry McWilliams for the fall, will have Mort Blumenstock, Warner's advertising publicity vice-president, as its chairman, it was announced by McWilliams on Friday.

Blumenstock is a charter member of AMPA, "AMPA offers and members the opportunity to honor publicists of the trade press, as well as editors and members of their staffs for the endeavor given to advertising, publicity and exploitation over the years," stated Dave Boder, publicity director of AMPA.

UA Shelves Popkin Offer

With the Harry Popkin-Joseph Jusman proposals for a controlling interest in United Artists conditionally rejected by the UA board, UA principals are now slated to engage in discussions of other possible deals on the Coast this week.

Arthur W. Kelly, executive vice-president of Chaltin, board member, is scheduled to meet Mary Pickford and Charles Chaplin, co-(Continued on page 3)

Florida State, Paramount Enterprises Consolidate

MIAMI, July 2—Eighteen Florida State theatres in the Palm Beach and Fort Lauderdale areas have merged with the 14 Paramount Enterprise theatres in the Greater Miami area, with Leon D. Netter, Florida State's general manager and executive vice-president, continuing in both capacities as head of the consolidation.

The merger of the two Paramount Theatres affords a consequence of the divestiture ruling handed down in the industry anti-trust suit.

George Hooper, formerly general manager of Paramount Enterprises here, has been named divisional manager of the merged operation; Al Weiss, Jr., was appointed divisional supervisor, and Al Wilder will head advertising-publicity-exploitation.

New Contract For Blumberg

The board of directors of Universal Pictures has approved a long-term contract for its president, N. J. Blumberg. Trade reports indicate that it is for a term of five years.

Action on the contract was taken on the eve of Blumberg's departure for England and the Continent, where he will confer with the Arthur Rank and John Daubi, and other members of the J. Arthur Rank Organization. He left here Friday by plane with Al Daff, Universal-International executive vice-president.

Blumberg went to Universal as president of the company on Jan. 1, 1938. He had resigned the post of

(Continued on page 3)

Mono. Plans Four in Cinecolor for Year

Monogram's releasing schedule for 1950-51 will include four pictures in Cinecolor, the same as in the 1949-50 schedule, it was disclosed Friday at the final session of a two-day sales conference held at the Hotel Warwick.

(Continued on page 3)

RFC Refuses Bischoff Loan For Production

See Little Chance for Other Bids for US Aid

WASHINGTON, July 2—The Reconstruction Finance Corp. has turned down the application of independent producer Sam Bischoff for a $4,800,000 government loan to finance film production.

The RFC's action was a major setback to the hopes of independent producers to get government financial aid for filmmaking.

No official announcement was made of the RFC's vote, but several top RFC officials confirmed that the action had been taken. There was no statement as to the reasons for the RFC's action.

Bischoff's application had been vigorously pressed, with Society of Independent Motion Picture Producers president Ellis Aronnin and other officials lining

(Continued on page 3)

Reserve Decision in RKO, Reade Dispute

Decision has been reserved in New Jersey Superior Court, Trenton, in the suit by RKO seeking dissolution on court order of its partnership with Walter Reade in the operation of Trenton-New Brunswick Theatres. Judge Jayne indicated he might decide the case this month.

The RKO aim is for appointment of trustees who would direct the break-up of the partnership, which it is forced to terminate in accordance

(Continued on page 3)

30 Days Added for 2oth's Partner Splits

Department of Justice and 20th Century-Fox are expected to file a stipulation in U. S. District Court here this week which would extend the company's deadline for terminating exhibitor partnerships another 30 days, to July 30. The company is interested in the operation of five theatres in the West and has a minority interest in Golden Gate Theatres and T. and D., Jr., Enterprises, all of which must be disposed of.
Personal Mention

SAMUEL GOLDWYN and Mrs. Goldwyn are scheduled to arrive here Thursday from Europe.

JOHN NATHAN, Paramount European and Continental general manager; GEORGE KARINOVICH, producer, and Mrs. Karinovich; PHILIP SHAW and his wife, ANGELA LANSBURY, and TYRONE POWER and JACKIE COOPER were among the passengers who sailed from here Saturday on the S.S. Queen Elizabeth for Europe.

PAUL B. RICHMAN of Warner's home office theatre accounting department, and Mrs. Richman are the parents of their second child and first daughter, born last week at the Park West Hospital.

AL LOWE, United Artists foreign department division manager, was due here at weekend from Havana, following a seven-week tour of Latin America.

BILL LYON, of M-G-M's studio publicity department, will leave here to-morrow for the Coast, following a Bermuda vacation.

BARNETT SHAPIRO, Coast attorney for Monogram, has returned to Hollywood from New York.

NORMAN MORAV, Warner short subject sales head, has returned to New York from Hollywood.

Air, TV 'Plug' for 'Eagle and Hawk'

Approximately 85 radio and television stations in New York, Washington, Chicago and other Midwest cities are carrying a 50-second film and radio transcription featuring John Payne to promote his new Paramount picture, "The Eagle and the Hawk." The picture will open at the New York Paramount Theatre on Wednesday.

20th-Fox Film Scans Years Since 1918

Twentieth Century-Fox is now in the process of completing a feature entitled "20th-Fox Film Scans Years Since 1918," story covering the last 30 years of world history, starting with the end of World War I and following through the present.

Correction

A. W. Schwallberg is president of Paramount Film Distributing Corp., and not vice-president, as inadvertently stated in these columns Friday.

No Paper Tomorrow

Motion Picture Daily will not be published today, Independence Day, a legal holiday.

Senate Finance Unit Meets Today on Tax Hearings Schedule

WASHINGTON, July 2.—The Senate Finance Committee is scheduled to meet tomorrow to go over plans for holding hearings and acting on the tax-exempt defense.

If all goes well, hearings will start Wednesday and probably be held down to about two weeks. Representative of the Council of Motion Picture Organization's tax committee have already asked for a chance to be heard by August 1, in order to avoid the 20 per cent ad mission tax. The House bill cuts it only to 10 per cent.

Most senators approve the excise and tax relief for smaller corporations in the House bill. They are, however, the boost of taxes for large companies and some of the so-called loophole plugging, and the big question is just how the senators will try to get a balanced bill.

Legal Row Settled By Korda, Goldwyn

LONDON, July 2—Sir Alexander Korda disclosed at a press meeting here that his suit against Samuel Goldwyn and the latter's counter-action against Korda and their co-production of "The Illusive Pompernicl" have been withdrawn and Goldwyn will distribute the film in the Western Hemisphere as called for in the original agreement. Goldwyn, who participated in the financing of the film, had been dissatisfied with a few of the scenes and this led to the court dispute.

To Act for Comedians

Dean Martin and Jerry Lewis, comedy team, have signed Hollywood enterprises as their representatives in the commercial licensees royalty field.

9 of 'The 10' Are Now Serving Terms

WASHINGTON, July 2—Samuel Ornt, former film writer, was sentenced to one year in jail and a $1,000 fine on Friday for contempt of Congress during the 1947 House Un-American Committee hearings. He started serving sentence immediately.

Ornt had asked for a suspended sentence on the ground he needed special medical care for a small fibrous growth on his jaw, but after hearing expert medical opinion, Judge Fitts ruled that the matter could safely be put in the hands of a physician.

All but one of the "Unfriendly Ten" are now in jail, seven serving one-year sentences and two serving six-months' terms. The tenth, former producer Adrian Scott, has been found guilty but is recovering from an operation and serving the delinquent was deferred until late August.

Attorneys for the eight found guilty here Thursday were still considering whether to appeal. Indications were an appeal attempt would be made.

Johnston Commends Reels on Korean Job

Washington, July 2—Newspaper editors and their staffs weigthed Johnston's weekend viewing of work by Eric Johnston, Motion Picture Association of America president, on the "outstanding" coverage of the Korean crisis during the past week.

"In a way no other medium of expression could approach," the newspapers have taken the public to the scene of action wherever it might be, Johnston's message stated.

Newsreel Parade

THE crisis in Korea and the condemnation of an 11-year-old child by Pope Pius are current newsreel highlights. Other items include the Maryland plane crash and the New York harbor collision. Complete contents follow:


'Carrer Amies' Role To Jennifer Jones

Jennifer Jones has been signed to co-star with Garbo in William Wyler's production of "Carrer Amies" for Paramount. She will play Garbo's dramatic opposite Theodore Dreiser's "Sister Carrie." It will mark Miss Jones' return to the screen for the first time since her marriage to David O. Selznick.

Olivier will arrive in New York from England early in August. "Carrer Amies" is scheduled to start about two weeks after Olivier arrives, with Wyler arranging shooting so that there will be no conflict. This will be Miss Jones' first trip to Hollywood in a decade.

Four Films Started, Five Are Completed

HOLLYWOOD, July 2.—The production tally sheet again dropped one point to a total of 29. Four pictures started this week and five completed are:

Started were: "Fury of the Congo" (Columbia); "Trail of Robin Hood" (Republic); "For Heaven's Sake" and "The Man Who Knew Too Much" (Columbia); "Two for the Seesaw" (Columbia).

Completed were: "Countless Meets Scotland Yard" and "Gene Autry and the Mounties" (Columbia); "I Killed That Geronimo" (Eagle Lion); "Tall Timber" (Monogram); "The Black Hills" (Republic).

Hal Wallis' Plans

(Continued from page 1)

Rahab's," to star Charlton Heston, and "Sound of Years," to be directed by Robert Rossen.

While in Europe, Wallis will attend a world premiere of "September Affair" in Rome, scheduled for early September, and will also be on hand for sessions of the Film Festival at Venice. "September Affair" will be Paramount's entry in the competition.

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2,057 Theatres Now Operate in Argentine

Washington, July 2 — The Argentine government reports that there are now 2,057 theatres operating throughout the country, excluding 16mm theatres.

Pentagon Gets 105 More Rank Features

Pentagon Pictures Corp., New York, has acquired 105 J. Arthur Rank British-made features for distribution in the U. S., Alaska and Hawaii. They are additional to the 27 announced last week which give the company a total of 132 pictures of British origin.

Bert Goldberg, sales executive for the company, estimates that the deal calls for an initial layout by Pentagon of over $500,000 for prints and advertising.

Pentagon plans to release three of the original 27 as “specials” backed by nationwide exploitation and advertising campaigns. The first two, "Men of Two Worlds" and "London Town," are in Technicolor. The other is "Eureka Stockade."

RFC Refuses (Continued from page 1)

up behind it as a test case. The RFC has had a long-standing policy against making loans to finance films, radio stations or other means of communication. There had been no case involving any such loan before the Company, recently, however, and it had been hoped the Company was ready to reverse its stand.

"This is the type of loan we are not encouraging under the present law," one top RFC official said. He admitted that things might change if Congress passed legislation to liberalize RFC loaning policy, such as proposed in the Administration's small-business bill.

RKO, Reade Dispute (Continued from page 1)

with its consent decree in the industry anti-trust suit.

Reade contends that the partnership agreement provides that in the event of sale of one of the partner's interests, that the other partner has an automatic option to buy at the book value of the stock. RKO has said it is willing to buy or sell, but at market value which is listed at $1,500,000. RKO owns 50 per cent and Reade owns 25 per cent. The remaining 25 per cent is held by the Frank Storr's estate which is aligned with Reade.

Meanwhile, the operating committee which controls the circuit's affairs pending the settlement has been given a federal court approval to continue in that capacity for another 30 days, to Aug. 1. The group is comprised of Sol Schwartz for RKO, Frank S. Hirst for the Storr's estate and Walter Reade, Jr.

WB Meeting (Continued from page 1)

Jack L. and Major Albert will be the following home office executives:

Samuel Schneider, vice-president; Mort Blumensotz, vice-president in charge of advertising and publicity; Norman Moray, short subject sales manager; Roy Haines, Western division manager; Jules Lapadus, Eastern and Canadian division manager; John Kirby, Southern division manager; Ed Hinchey, head of the playdate department; I. F. Dolid; Bernard R. Goodner, supervisor of exchanges, and R. A. McGuire, auditor of exchanges.

District managers attending will be Norman J. Ayers, Eastern district, with headquarters in New York; Robert Smelkter, Mid-Atlantic, Washington; F. D. Moore, Central, Pittsburgh; Hall Walsh, Prairie, St. Louis; W. O. Williamson, Jr., Southwestern; Doak Roberts, Southwestern; Dallas; Henry M. Herbel, West Coast, Los Angeles, and Haskell M. Masters, Canada, with headquarters in Toronto.

Blumberg Contract (Continued from page 1)

vice-president in charge of theatre operations of RKO to join Universal.

Norman Moray is the only company officer to have a contract. All "U" officers' contracts expired several years ago, at which time officers took voluntary salary cuts and agreed to continue without new contracts. The expired contracts were uniformly for seven years each.

Monogram Releases (Continued from page 1)

here. The conference was slated originally to run through Saturday but was shortened in consequence of quicker disposal of the agenda than was expected. Friday's meeting devoted considerable attention to the company's plans for the release of the picture "Paris, When It Sizzles." These will be distributed at the rate of two-a-month.

Steve Brody, Monogram-Allied Artists president, who presided at the sessions, left here Friday for the Coast, where he will determine the total number of productions which the company will have on its 1951-52 releasing schedule. Others who attended the meetings were vice-president Harold Mirisch, general sales manager Morley Goldstein; Eastern sales manager L. E. Goldhammer; Southwestern division manager Harold Wirthwein; executive vice-president Edward Moray; exchange supervisor Lloyd Lind.

UA-Popkin Offer (Continued from page 1)

owners of the outstanding stock, on the subject in Hollywood.

The projected Popkin deal, basis for which was a guaranty of product, was turned down by the UA board at a meeting here last Thursday but with the proviso that it may be reconsidered at a later date and possibly in some revised form.

That deal others than with Popkin had been advanced was reported by Motion Picture Daily last Tuesday, when it was said one of the prospects was especially promising.

Memorable Moments No.2

The Siege of the Stronghold!

The Border's Most Dangerous Stretch of Badland—and Badmen!

A Hal Wallis Production from Paramount

(Continued from page 1)

Reviews

"Trigger, Jr." (Republic)

A GRAB-BAG of entertainment in the Western mode is offered by Republic in "Trigger, Jr." The film has much for all Roy Rogers' fans.

Trigger, Jr., son of Trigger, "the smartest horse in the movies," makes his appearance. The riders of the Purple Sage are on hand, as usual, to give their music; there is Republic's Trucolor, which helps immensely; and, importantly, the Raynor Lehr circus performs as "Roy Rogers' Western Show."

Trigger Jr., a story about by a range of "protective associations" and a "killer" horse, is a circus show with seals, pelicans, chimpanzees, acrobats, bike riders, lions, tight-wire walkers, clowns and other carnival trappings. Associate producer Edward J. White and director William Witney did well with the theatrical script by Gerald Geraghty.

The story, briefly, tells of Rogers' use of crotchety former carnival owner George Cleveland's ranch as winter quarters for the show. All forces are shown united to resist the blackmail of Grant Withers "Raging, Patrol," a racket, and then to crash down a killer horse which Withers let loose.

In the process of bringing Withers to justice, there are several horse battles, some camps, a good deal of fast-hating and shooting, and epic battles between the killer horse and Trigger.


"Kill or Be Killed" (Two Productions—Eagle Lion Classics)

A SOUTHERN background and the suspense of a jungle manhunt are the main selling points in "Kill or Be Killed," a drama presenting the not very unusual situation of an innocent murder suspect tracking down the real criminal, ton clearing himself. Producer Walter Jurmann and director Max Nosseck had done an adequate job with the screenplay by Nosseck, Arnold Phillips and Lawrence Goldman.

An Armstrong, lawyer, T. E. Tierney, finds himself on the run when he is falsely accused of murder. Escaping on a tram, he falls in love with a girl who is married to a plantation owner. The latter subse- quently makes Tierney lose his law license. When Tierney's identity becomes known to his employer, who is one of those responsible for the murder, his life is endangered. Finally Tierney defeats the bad men and is able to return to the girl. The cast includes George Coulouris and Marissa O'Brien.

Running time, 68 minutes. General audience classification.
He interprets with light...

- This scene, from the moment of its conception, had dramatic possibilities. But it was the director of photography who made them more than possibilities.
  
  His was the creative skill, the spectacular, interpretive use of light that produced actual drama, vivid, gripping... his the perceptive use of photography that made the scene an intense moment of visual reality.

To get the utmost from his special skill, his creative ability, the director of photography naturally wants a superior film, one on which he can depend, one perfectly suited to the conditions and circumstances under which he's working. That's why he so often prefers Eastman Plus-X for general studio and outdoor use... and why he turns to Eastman Super-XX for use under adverse lighting conditions.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD
**NLWB Will Not Rule on Local Labor Fights**

Non-Autonomous Houses Only Subject to Hearing

WASHINGTON, July 4.—The National Labor Relations Board today said it would not take jurisdiction over labor disputes in theaters which are local operations rather than parts of an integrated interstate circuit.

A three-man NLWB panel had said that labor disputes in non-chain theaters did affect interstate commerce, and so the NLWB could take jurisdiction over them if it wanted to. However, the three members said, "because such operations are essentially local in character, we find that it would not be effective." (Continued on page 4)

**Chadwick Sets Last Meetings of Tour**

Hollywood, July 4—1. E. Chadwick, president of the Independent Motion Picture Producers Association, will be the guest of Des Moines exhibitors at a luncheon there on July 10 at the Standard Club. The meeting is one of a nationwide series during which Chadwick has been stressing the need of greater cooperation between exhibitors and the independent producers whom he represents.

The tour will be concluded on July 17 at Denver where Chadwick will be a dinner guest of exhibitors there at the Brown Palace Hotel.

**SAG Bids TVA To Negotiate For All Actors**

Hollywood, July 4—In a move which, it was said, may have far-reaching consequences in the talent unions' television dispute, Screen Actors Guild last night challenged a new union, the Television Authority, to proceed immediately to negotiate improved wages and conditions for performers in "live" television shows.

In a statement addressed jointly to the management—(Continued on page 4)

**McCONNELL BLASTS BIDDING SYSTEMS**

Wilson Can't Confirm New Date for Meet London, July 4—The Parliamentary schedule of Harold Wilson, president of the Board of Trade, is momentarily so tight that he has been unable as yet to confirm the proposed date of July 18 for the meeting in London of the Anglo-U. S. remittance negotiations with Erie Johnston, Motion Picture Association of America president, and Ellis Arnall, president of the Society of Independent Motion Picture Producers.

U. K. Financed 16 Films in 3 Months

London, July 4—The National Film Finance Corp. announces that in the three months ended June 30, loans to 14 companies were approved for the production of 16 films.

President of the Board of Trade Harold Wilson gave Commons his first indication that he might like to see RFC functioning as an emergency agency. He was also referred to Commons that British film (Continued on page 4)

**Rules Out RFC As Money Source for Production**

WASHINGTON, July 4.—The decision of the Reconstruction Finance Corp. to reject Sam Bischoff's application for a $4,800,000 government loan to finance film production must be interpreted more as indicating a policy against loans to information media than as a reflection on Bischoff's financial status, a top RFC official said today.

"It's just that we never made loans to produce movies or run newspapers, and we're continuing that policy," he declared. He predicted that two or three other still-pending applications for loans to finance film production would also be turned down.

This RFC official cited testimony recently given by RFC Chairman Harley Hise to a Senate banking subcommittee studying RFC loan policies. Explaining RFC loan standards, Hise said that there were "certain types of enterprises to which the corporation does not make loans, such as concerns engaged in radio or television broadcasting, production of movies, or enterprises publishing newspapers and periodicals, for the reason that the corporation does not wish to appear to be in a position to exercise control over or influence even indirectly having an editorial policy or which are engaged in propagating news." The only film loan RFC has made in recent years was one to Hal Roach Studios immediately after the war, and that was designed to finance reconditioning and remodeling the studios rather than to finance the production of any specific film.

**Jackson Park Legal Web Seen Reopened in Fall; Bidding Called A Farce**

By JIMMY ASCHER

CHICAGO, July 4.—Re-opening of the vast web of legal entanglements that have existed here since the Jackson Park decree went into effect in Nov., 1948 (entered in 1946) is scheduled for a hearing next fall in the U. S. District Court of Judge Michael Igoe.

In a 21-page reply to the recent petition filed by defendants Balaban and Katz in district court seeking relief and modification of the two-week loop limitation imposed by the decree, Jackson Park attorney Thomas McConnell today blasted the defendants and further attacked the so-called new methods of selling adopted (Continued on page 4)

**NY 1st-Run Income Up; Two Open Big**

Strong weekend evening trade and the extra holiday revenue yesterday more than compensated for the matinee business which has been hampered by the heat at New York's first run this week. With seven new films in town the income is good generally and unusually high at a few spots. "Destination Moon" is plenty strong at the Mayfair where income for the first week, which ended Monday night, skyrocketed to an estimated $45,000, representing the best gross the theatre has had in many months.

Business is excellent at the Music (Continued on page 2)

**Wisconsin AITO Has A Promotion Clinic**

Milwaukee, July 4. — Ben Marcus, president of the AITO of Wisconsin, announces that there has been "overwhelming enthusiasm" shown for the sales promotion clinic that is now being organized. The clinic will cover all phases of selling pictures and will assist members with campaigns on pictures. It will go into full swing in August.

100% of Realtor's Stock Held by Broder

Jack Broder of Los Angeles has acquired 100 per cent of the capital stock of Realtor Pictures Inc., and has been elected chairman of the board in addition to the office of president.

New board of directors now consists of Broder, Bud Rogers, Simon Lipsen, Charles Rubin, Carroll Fucito, and William Symons, who has also been elected secretary-treasurer.
The text appears to be a mix of unrelated sentences and seems to be from an article or a report. It includes various topics such as motion pictures, economics, and personal news. However, without a clear context or structure, it is difficult to provide a coherent summary or analysis. The text contains names, dates, and other numerical values, which might be relevant to specific articles or reports. Without additional context, it is challenging to extract meaningful information.
"The Lions are roaring this ayem following last night’s sneak preview of the new M-G-M Technicolor musical THREE LITTLE WORDS

starring
FRED ASTAIRE
RED SKELTON
VERA-ELLEN
ARLENE DAHL

KEENAN WYNN - GALE ROBBINS
GLORIA DE HAVEN

COLOR BY TECHNICOLOR

Based on the Lives and Music of
BERT KALMAR AND HARRY RUBY

Screen Play by GEORGE WELLS
Directed by RICHARD THORPE
Produced by JACK CUMMINGS

There were cheers at the Preview for Fred Astaire’s dance magic

and for Vera-Ellen, that “On The Town” girl

and for the new kind of role superbly played by Red Skelton

and for the beauty of Arlene Dahl, a dream-girl in Technicolor

but too late to fight for complete 20% tax relief! Write your Senators TODAY!
Will Not Rule

(Continued from page 1)

The NLRB has decided to assert jurisdiction over the case involving the Board's decision in the so-called Princess Theatre case, when the Board took jurisdiction for the first time over theatre operators as part of an integrated interstate circuit, today's ruling, involving the Royal Theatre in Philadelphia, pretty clearly established Board policy in theatre labor disputes, that is, when the theatre is operated as part of an integrated interstate circuit, with management policies decided at the home office, it will take jurisdiction, but when 'the theatre's operation is local, it will step out of the picture. The only question left is what state the Board would take in a dispute involving a theatre which is part of an interstate circuit but is run on a fairly autonomous basis.

Rejects Counsel's Advice

In issuing its decision, the three-man panel rejected an argument advanced by the general counsel of the NLRB, that the Board take jurisdiction over all exhibitor labor disputes. The case before the NLRB arose when Harold P. Douglas, Jr., brought unfair labor practice charges against IATSE and against Keamo, Inc., operator of the Royal, Philadelphia. Both IATSE and Keamo argued that the charges should be dismissed on the ground that the board lacked jurisdiction. The NLRB trial examiner found that Douglas, Jr., and Keamo in the first round on exhibitor disputes since the Board's Princess Theatre decision, said the Board, as a matter of law, take jurisdiction, but should not take it as a matter of policy since operations were predominately local in character.

SAG Bids TVA

(Continued from page 1)

vision networks and to Tele- vision Authority, the Guild said that "because of the existing deplorable conditions for performers in 'live' television," the Guild would waive any rights or claims it might have in pending National Labor Relations Board proceedings regarding actors in live television, provided that the television networks and Television Authority proceed imme- diately to negotiate a contract for such performers.

The Guild stipulated that "such ne- gotiations shall be without prejudice to the rights of any party to enlarge the scope of negotiations after the pending NLRB proceedings are con- cluded."

"Television Authority has delayed negotiating with the television net- works for performers in live shows because it also seeks to impose control over actors in television motion pictures," said the Guild, and "the motion picture actors represented by Screen Actors Guild have refused to give Television Authority such control," and so SAG has asked for an NLRB election in the Southern California area, with similar action to be taken in other sections of the country.

The Guild said "there are no strings" to its offer for Television Authority to proceed with negotiations in the "live" television field without prejudicing its case in the film field.

Blasts Bids

(Continued from page 1)

by many distributors since the decree went into effect. "The so-called bidding systems are a farce and a sham, and the Balaban and Katz theatre as a result of conspiracy with the distributors are zoned away from any real competition and are assigned playing positions identical to those under the old Chicago system of release," he charged.

In answer to B. and K.'s claim that "changed conditions" have resulted because of the decree, McConnell denied this. He attacked not only the Paramount bidding set-up, but Metro's, 20th-Fox's, and RKO by encouraging independent theatre competition and (4) to prevent a bottleneck of loop first-runs.

Sees 'Real Complaint'

B. and K.'s real complaint, he charged, is that it can no longer ex- clude the Woods and Oriental (com- petitive downtown houses and non- defendants) from playing first-runs. B. and K. had claimed in its petition, in which McConnell stated: that if does exist, it is the sort of competition which was intended to be promoted by this decree. There is more need now for the restrictions imposed by the decree than at any time, he added.

McConnell also charged that B. and K. is seeking to re-establish clearance for its downtown houses over the Jackson Park. The decree was de- signed to prevent double booking unless clear product was made available to the Jackson Park. He admitted that B. and K. would do their best to over- come the restrictions of the decree, add- ing, however, that it was designed be- cause of the proximity to engage in the monopoly which had existed. "There are no changed conditions which were not foreseeable at the time of the decree. Any loss downtown was foreseeable at the time of the de- cree," McConnell stated.

U. K. Financed

(Continued from page 1)

distribution costs were too high and that the industry needs is a distribution agency, either a cooperative established by distributors or a distribution agency provided by the Finance Corp., capable of acting on behalf of the producers and doing a wholesaling job and not a financial job.

His remarks on NFFC met a rough reception in the House. Laborite as well as Opposition members chided Wilson for the minor accomplish his plan has been able to produce to date,

"Thank you Seventeen"

ANNE GET YOUR GUN

is tops with us, too. We're pleased to know that your reviewer calls it "sheer fun" and "wonderful entertain- ment." We're happy too, for Betty Hutton, Howard Keel, Director George Sidney, Produc- rer Arthur Freed and all the folks who helped to make it. Thanks, SEVENTEEN! The mil- lions of teen-agers who see "Anne Get Your Gun" will thank you too.
Sullivan and Myers Testify Friday on Tax

To Give Theatres' Case To Senate Committee

WASHINGTON, July 5.—Abram F. Myers and Gael Sullivan, representing the tax committee of the Council on Motion Picture Organizations, are tentatively scheduled to testify Friday before the Senate Finance Committee in the industry's continuing fight for complete repeal of the 20 per cent admission tax. The two industry representatives will be limited to 15 minutes each. The committee is trying to hear all witnesses on excise taxes by Saturday. The film spokesmen are expected to concentrate on recent slumps in box-office attendance and other developments since they testified before the House Ways and Means Committee in February. The Senate committee opened hearings today, with testimony from Secretary of the Treasury Snyder. In his testimony, Snyder ducked saying whether or not he opposed the House provision to cut the admission tax.

Compo Post Up at N.Y. Meeting Today

Management and personnel committee of the Council on Motion Picture Organizations, headed by Leo Brecher, will meet at the Waldorf Astoria here today to consider candidates for the presidency. President E. E. D. Gruber, who attended the meeting on Monday, will return to Los Angeles today.

Ginsberg Quits As Paramount Studio Head

Ends 10 Years Stay; 'Regards' from Balaban

HOLLYWOOD, July 5.—Henry Ginsberg this afternoon announced his resignation, effective July 15, as Paramount Pictures' head of administration and production, thus concluding a 10-year association with the company. He has held his present post since 1944. Speaking of Ginsberg's departure, president Barney Balaban said, "Mr. Ginsberg leaves Paramount with our warmest regard and best wishes for his future success." Ginsberg made no statement regarding his resignation.

Bischoff Sought U.S. Aid for 10 Films

U.K. Tax-Subsidy Plan in Legislation

WASHINGTON, July 5.—Hollywood independent producer Sam Bischoff's application for a Reconstruction Finance Corp. loan, which was rejected, involves plans for making 10 films, with the RFC putting $400,000 into each picture. It was learned here today. The main reason for the RFC action, Bischoff's attorneys have been told, was the long-standing RFC policy against making loans for producing films for or for other information-media enterprises. The attorneys were told the RFC was especially reluctant to provide funds.

London, July 5.—The House of Commons yesterday agreed to adopt a motion by Harold Wilson, president of the Board of Trade, to add a new clause to the Finance Bill providing for the Treasury's tax rebate-film subsidy plan.

Despite criticism of the plan as providing too meagre assistance and the possibility that it may prove unworkable, Wilson maintained that in the next three or four years and said producers will be the principal beneficiaries of the new program.
**Personal Mention**

CHARLES P. SKOURAS, president of National Amusements, has arrived here from Los Angeles.

HOWARD LEIBER, director of advertising-publicity for United Artists, was at work on the 18th hole at Westchester Country Club over the holiday weekend, in which he hit a hole-in-one, which put him out of action. Injury proved a minor one and he was at his office yesterday.

SAMUEL GOLDFYN and Mrs. Goldwyn, and Dr. Herbert T. Kalmus, president of Columbia Pictures, yesterday, Mrs. Kalmus are among passengers arriving here today from Europe aboard the S. S. Lucania Mary.

FEDEX GOLDBERG, Paramount’s new syndicate liaison here, became a father last week for Mrs. Goldberg giving birth to a boy at Woman’s Hospital. He will be named Allan Marc.

E. F. JOHANSEN, Motion Picture Export Association representative in Korea, has been safely evacuated and is in Tokyo.

PHILIP LEWIS, of the American Television Association has returned here from Europe and Israel.

**O’Loughlin Named UA Chicago Manager**

CHICAGO, July 5.—Ralph Cranbleit, United Artists district manager in Chicago, has been granted a leave of absence by Paul Lazarus, executive assistant to president Gradwell L. Sears, in New York.

J. J. O’Loughlin, United Artists Los Angeles branch manager, has been transferred to take over Cranbleit’s duties. O’Loughlin, who joined the company, a new assignment will be announced.

**UA in Product Deals For Indonesia, Japan**

A deal for distribution of United Artists Pictures in Indonesia and a tentative licensing agreement for Japan were announced here yesterday by the company following the arrival of Alfred Katz, UA Singapore manager. Katz will confer with Arthur W. Kelly, executive vice-president, who is in turn to present Mrs. Katz with a gold bracelet medallion in recognition of her husband’s achievement in the company’s recently completed foreign sales drive.

**Spiegel Takes Over**

Marc M. Spiegel has taken over as representative of the Motion Picture Association of America in Germany, succeeding Marion F. Jordan. His headquarters are in Frankfurt.

**Theatremen Join in CinemaProductions, 3rd Dimension Firm**

A number of nationally prominent circuit heads have joined in the formation of a new production company for the production of a third dimension-type film by the fall.

The process, developed by the Polaroid Corp., requires the audience to wear colored spectacles and employs specially-designed cameras. Standard projection equipment is used.

Sponsors of the company include: Sam Panavision and Harold Stone, United Artists; Arthur L. Schaefer, Technicolor; Frank Walker, Scratton; Mitchell Wolison, Miami; George Skouras, Los Angeles, and S. H. Fabian, Fred Schwartz and Sam Schenck, New York. Financing will be through a stock issue.

Lester Cowan will produce the initial film employing the Polaroid process, in New York, on a modest budget, said to be about $200,000. Specific marketing plans have yet to be made contingent on developments.

Light will be president of Cinema Productions, Schwartz has been named treasurer, and Ben Trustman, attorney for Panavision, is secretary.

Theatremen will continue to confer with the company over the next several weeks, whereas MacMillen will remain with the company.

**Australian Business Healthy: Waterman**

Business in Australia is holding up very well and there is a marked need for more theatre managers. Peter B. Rees, chairman and managing director of the 38-house Ozone Theatres, declared here yesterday, Waterman is in the U. S. to explore drive-in developments.

It is pointed out that there are no drive-ins in Australia, and that the country itself is very well suited to them. Although no theatre permits are granted for construction because of shortages, none is required for drive-ins.

Waterman said that there is a 25% tax on the film in his country and that “the industry is making a concentrated effort to bring it down.”

Waterman will fly back to Australia next Tuesday following a brief visit on the Coast.

**Columbus Attendance Reported Off 17%**

Columbus, O., July 5—Attendance at motion picture theatres in this area during the first four months of this year are reported off 17.5 per cent compared with figures for the same period last year, by the tax committee of the Council of Motion Picture Organizations.

**TV Trailers for ‘711’**

A series of television trailers will be issued by Columbia for its ‘711—Ocean Drive,” the Frank Seltzer production which deals with the wire service, running next month. Featured by the trailers will be statements coming from the film by a number of Senators connected with the current senatorial investigation of gambling.

The trailers will be distributed to radio and television stations in the Coast.

**Schafer to Europe On ‘Men’ Censorship**

George J. Schafer, sales head of Samuel Goldwyn Productions, has tentative plans for an early trip to London to look into a censorship problem encountered with Kramer’s “The Men.”

London’s official censors have asked that a few scenes be deleted wherein discussion centers on paraplegics and their ability to have children. The Kramer company feels that the film should be kept in its present form.

**Schafer to Handle Rathvon Product**

Formation of the Jack Schafer Organization, Inc., was announced by the veteran film sales executive simul-

taneously with the announcement that the new firm would act as representative of N. Peter Rathvon, producer of “The Great Kipper,” “High Lonesome,” “The Sundowners,” “The Sun Sets at Dawn” and the currently-playing “Destination Moon.”

**Para. News Feature On War II in Italy**

Paramount News will soon complete a 40 to 50-minute subject tentatively titled “The Forgotten War,” according to Oscar A. Morgan, short subject and newsreel sales manager.

The film will present hitherto confidential highlights of fighting in Sicily and Italy through 1943-45, by American troops. Quentin Reynolds will narrate.
AND THE COLOR BY TECHNICOLOR

Burt Lancaster
Virginia Mayo

in Warner Bros.
The Flame and the Arrow

COLOR BY TECHNICOLOR

Tomorrow at the N.Y. Strand

DIRECTED BY JACQUES TOURNEUR • NORMA-FR Production WARNER BROS. • PRODUCED BY HAROLD HECHT and FRANK ROSS

DISTRIBUTED BY WARNER BROS. • WRITTEN BY WALDO SALT • MUSIC BY MAX STEINER
**Colorful Moments No. 3**

**THE REVENGE!**

**The Brand of Greatness Is On THE FLAMES!**

**THE THUNDERING BORDER-EMPIRE OF DANGER AND VIOLENCE!**

A Hal Wallis Production from Paramount Pictures.

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**Short Subject**

**"Danger Sleuths" (RKO Radio)**

Subject of the current This Is America, this Underwriters Laboratories, private industry's own agency to prevent loss of reputation and money. In its graphically, the subject depicts the existence of a middle class family's typical home safety, upon the subject of numerous aids to comfort, efficiency and various alarm clock, electronic blankets, electronic wave machines, irons, step stools, gas, and other items. It then shows how the Underwriters Laboratories' conventions, on the subject of industry, depict the thorough testing necessary to establish that under innocent abuses they will not harm or kill people. It is all done interestingly, and is a valuable addition to film documentation of American life. It is a natural for local merchandising tucks. Running time, 14 minutes.

**Rank Lauds U.S. Aid**

(Continued from page 1)

Industry, and especially producers, should be thankful for. All British producing companies, the acceptance, sterling of the BPFA, in order to share the responsibility of negotiations with the government, unions, and others. Producers of all kinds, he pointed out, are entitled to receive from the government pool sums to supplement film rental earnings.

Rank disclosed that the industry's four trade associations in accepting the tax-subsidy scheme informed the government that they regard the program as insufficient for putting the industry on a sound financial footing and retained the right to continue their campaign for reduction of the heavy burden imposed by the recent tax.

Reginald Baker, managing director of the Ealing producing and distributing company, was elected president of the BFPA, succeeding Rank at today's meeting.

**Aid for 10 Films**

(Continued from page 1)

Reverse this policy at a time when agency's leading activities are undergoing a critical investigation by a Senate banking sub-committee.

Here are no plans to make another try on the Blischke loan so long as the RFC board remains as presently constituted, it was stated.

**NOW ACCEPTING RESERVATIONS FOR A DAY, WEEK, OR SEASON!**

- **NEW DELUXE CASINOS AND PACKAGES**
- **NEW CAMPUS PLAYHOUSE**
- **COUNTRY CLIMBING**
- **GOLF-TEEN-SWIMMING**
- **Fishing, Hunting, Horseback, and Other Recreational Activities**
- **CONCERTS AND MORE**

**RATES**

- **Including Meals**
- **$9.50 Daily**
- **$45.50 per Week**
- **Special rates discount to film industry members who need for or present this ad!**

WRITE, PHONE OR WIRE FOR RESERVATIONS.

**THE CAMPUS, Rushkill, N. Y.**

**PHONE BUSHKILL 31**

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**Motion Picture Daily**

Thursday, July 6, 1950

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**Calls for Complete Mexican Reshuffling**

*San Juan, Puerto Rico, July 2 (By Airmail).—* A new motion picture distribution company has been organized here by Jack O'Dell, former representative of United Artists in Puerto Rico, and Victor Carraday. They will distribute Mexican and American pictures in Puerto Rico, the Dominican Republic and the Virgin Islands. The name of the new firm is General Film Exchange and its offices are at Cohan's Film Center, Puerta de Tierra, San Juan.

The company has exclusive rights for distribution of pictures made by Mier and Brooks, which include the films made by the comedian, Tin-Tan.

**Minneapolis Owners Warned to Restore Legalized Bank Nights with Caution**

Minneapolis, July 5.—Exhibitors in this state, eager to return to bank night operations, following last week's ruling of the State Supreme Court that the practice is legal under certain conditions, plan to proceed slowly to safeguard against violations of the court's decision, it is learned from inquiries among a cross section of theatre owners.

North Central Allied, owners of the bank night franchise and others interested, have prevailed upon the more eager adherents of cash giveaways to exercise a cooling-off period before re-establishing theatre bank night, it is pointed out by the franchise owners, attorneys Halpern and Gottlieb, who carried the Minneapolis bank night case to the state court for Albert Lea Amusement Co. and NCA that it is not yet legal to resume the cash give-aways until the state of Minnesota has time to ask for a rehearing.

**Ginsberg Quits**

(Continued from page 1)

...ing his plans. Rumors in circulation recently have him associated with the Warner studio, but lack confirmation. Y. Frank Fenemore, Paramount vice-president, will continue as in the past to represent the president and the board of directors at the studio and will be in charge of studio operations, the company said.

**Get Extensions**

(Continued from page 1)

Warner has only its joint ownership in Atlantic Theatres, New Jersey circuit, to terminate. The Department of Justice has consented to an extension of that deadline also back to July 31 from July 1.

**Sullivan, Myers**

(Continued from page 1)

10 percent. He merely noted that the House bill cut many more excises than the President had proposed. The income consists mainly of a recoupment in the admission tax which would lose a little over $200,000,000 and cuts in a number of manufacturer's excises which in total would lose another $200,000,000, he declared.

"Moreover, some of the changes coming in the House bill, though he did indicate that if the international situation worsened, the Administration would probably call on Congress to abandon the excise-cutting bill and instead vote tax boosts.

**Asks Congress**

(Continued from page 1)

ned his several recent trips abroad and his feeling that America's policy was not getting across behind the "Iron Curtain" and in other European areas. He said he was not criticizing the State Department, which was doing "the best it could with the tools it had, but that the tools were "meager for the job required," and that spending on film and information work must be stepped up greatly.

Batteries of newsreel cameras showed the committee the tie-in between the Benton resolution and today's headlines in Korea.

**COMPO Meet Today**

(Continued from page 1)

the COMPO executive vice-presidency, a salaried post. The plan is to narrow down the field to three prospects and present their names to the COMPO executive board, which would approve one. Rati- fication requires a majority vote.

William Levy will substitute for Guinther Lessing at the session, and Martin Smith will represent William Ainworth. Others scheduled to sit in include Barney Balaban, Charles P. Skoglund, Martin Quigley, S. H. Fabi- and William Nathan.

100% For Cerebral Palsy

All film exchanges in the Milwaukee territory have achieved 100 percent employee participation in the 1950 Cerebral Palsy Association campaign, according to Leonard H. Goldenson, UCPA president and president of United Paramount Theatres.
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MOTION PICTURE

DAILY

VOL. 68

NEW YORK, U.S.A., FRIDAY, JULY 7, 1950

TEN CENTS

Says Treasury

Over-estimates

Excise Losses

Loss from Repeal of All

Excise Cut in Half

WASHINGTON, July 6.—The National

Committee for Repeal of the War-

time Excises, of which Motion Pic-

ture Association of America president

Eric Johnston is vice-chairman, today
told the Senate Finance Committee

that all of the wartime excises could

be repealed at only half the net reve-

ue loss estimated by the Treasury.

It said the $1,000,000,000 of excise
cuts in the House bill would actually
lose only about $548,000,000 in Federal
revenue due to increased income col-

lections and other factors.

Federal tax collections from the-

trate and other government enter-

tainments brought the government

only $342,400,000 during the first 11

months of the 1939 fiscal year, com-

pared with $355,100,000 during the

like period in the 1949 fiscal year, the

National Committee for repeal told the

Senate Committee.
Even this $12,700,000 drop, however,

was considerably less than the drop in

collections from most other wartime

(Continued on page 6)

Schine Divesture Nearly

On Schedule for 1st Year

Film Subsidy Plan

Promotes Inferior Films, Says Goldwyn

Arriving here yesterday on the SS

Queen Mary after a 10-week trip

abroad, Samuel Goldwyn spoke volu-
tably on three main issues: the evil

of government film subsidies, the im-

mensely popularities of Hollywood pro-

duce abroad, and the importance of tell-
ing people of the world "the truth"

through films, radio, television

and the press.

Goldwyn, who visited France, Italy,

(Continued on page 6)

Rome Studio Plans

Proceeding: Kalmus

$200,000 Over '49

Plans for the construction of a

Technicolor studio in Rome "are

coming along," Herbert T. Kalmus,

president of Technicolor, asserted

here yesterday on his arrival on the

SS Queen Mary from Europe.

While abroad he said he looked over

the new color developments of the

French and Germans, but he did not

sumply his impressions. In England

he said he studied operations in

Technicolor's British laboratory.

(Continued on page 6)

Compo Unit Action

On Vice-president

Will Go to Board

Personnel and management commit-

tee of the Council of Motion Picture

Organizations was unanimous in de-

ciding on a personnel plan for the all-

industry group at a meeting here yester-

day, according to Leo Brecher,

chairman of the committee.
While details were withheld, it was

stressed that any action by the com-

mittee on appointment of a salaried

executive vice-president for COMPO

would be tentative, subject to ratifi-

cation by the executive board. The same

holds for the staff and headquarters

(Continued on page 6)

Phil Fox Moves Up

To Cincinnati Post

BUFFALO, July 6—Phil Fox, for

11 years manager of the local Colum-

bus branch, has been promoted to man-

age the company's exchange in Cin-

cinnati, effective in two weeks. Fox's

successor here has not as yet been an-

ounced. He and his family will leave

here tomorrow for a vacation.

New 20th-Fox Studio Unit

To Promote New Product

HOLLYWOOD, July 6—Organization

of a special service promotional unit

was announced here today at 20th-

Century-Fox studio by Harry Brand,

studio publicity director.

The special service unit will work

within the framework of the studio

publicity department and will be con-

cerned chiefly with giving added ex-

ploitation and publicity aid to 20th-

Fox product. It will concern itself

with extra-curricular information to

press services, columnists, magazines

and theatre advertising houses.

"The new unit will function in a

field which has been neglected in the

past, bridging the period between final

shooting and the opening of features,"

according to the company.

The new department will be headed

by Jim Denton, who currently is in

charge of still photography and na-

tional magazine publicity.

(Continued on page 6)

Schenck's Stock in

UA Theatres Will

Go in Trusteeship

HOLLYWOOD, July 6—Majority

interests of Joseph M. Schenck in Unit-

ed Artists' Theatre Circuit will be

placed in trusteeship as a result of

Schenck's decision to continue his ex-

ecutive production post with 20th-

Century-Fox.

Schenck had his choice of continu-

ing active interest in either of the

two, but not both, in contracts with

court decrees stemming from the in-

dustry anti-trust suit.

The UA board will be established by

the UA branch manager and will

mean relinquishing voting power to

the trustee for as long as the arrange-

ment continues in effect.

Tullius Advanced to

WB Branch Manager

Don Tullius has been promoted from

office manager to the post of branch

manager of Warner Brothers' Oklaho-

ma City exchange, by Ben Kal-

menson, the company's vice-president

in charge of distribution. Tullius suc-

ceeds Grover Livingston, recently pro-

moted to Charlotte branch manager.

Kill Chances Of Production

Loans by RFC

WASHINGTON, July 6—Two final

blows were struck today against the

hopes of independent film producers

for redemption loans from the Re-

construction Finance Corp.

The Senate, by a voice vote, disap-

proved President Truman's recogni-

tion plan to transfer the RFC to the

Commerce Department. Spokes-

men for the independents had indicated

they might make another determined

fight for government aid if the RFC

were transferred and a new adminis-

tration put in.

Secondly, RFC director Harvey J.

Gunderson went on the record with

the strongest statement yet by any

RFC official against loans to film com-

panies.

"We have never made any produc-

tion loans, and we don't intend to

make any," Gunderson told Motion

Picture Daily. "It's just something

we won't lend to. It has nothing to

do with the credit standing of (Sum)

(Continued on page 6)
JOYCE O’HARA, executive aide to ERIC JOHNSTON, is in town from Motion Picture Association of America’s Washington headquarters.

JACK OCHS, who with his father, HERBERT OCHS, operates a Cleveland drive-in circuit, and Mrs. Ochs are the parents of their second child.

HARRY HUNTER, formerly with Paramount in Australia, is a patient at the Wilmer Eye Clinic of Johns Hopkins Hospital, Baltimore.

GEORGE HUDAK, house manager of E. M. LOEW’S Theatre, Hartford, has left the Hartford Hospital following recovery from a virus infection.

HORACE J. NEEDLES, Warner Theatres district manager at Hartford, has been elected to the Hartford Chamber of Commerce.

Rex Taylor, Paramount magazine contact, will join the Famous Artists School here as public relations and promotion director, effective Monday.

Schreiber Builds LA House, Goes to F. & M.

LOS ANGELES, July 6—Alex Schreiber, Detroit circuit operator, expanding in this direction, has a 1,300-seat Paradise Theatre here in final stages of construction, and has leased it to Fanchon and Marco, who will operate as a first-run F. & M. and also operate the Hollywood and Down-town theatres. Paradise is the largest built here since the war.

Gagnel Named Manager

E. V. LANDSICHE, Realest franchise holder in the New Orleans territory, has promoted Walter Gagnel to sales manager, according to the Realest home office here.

W. A. SCULLY, Universal-International sales executive, has returned to New York from the Coast.

SYD O. ROYE, Universal-International sales promotion department staff artist, and Mrs. Roye, became parents, for the third time this week when a second daughter, PHYLLIS RUTH, was born at Rexam Gardens Hospital.

T. WOORUFF, Hallmark Production unit manager at Wilmington, O., has taken a leave of absence because of ill health and is hospitalized at Atlanta.

KAY SCHANCER, formerly with RKO and 20th Century-Fox here, is now assisting in promotional work for Rockefeller Center Guided Tours.

SOL LESSER is vacationing in the Antilles.

E. A. DUNPORT, director, arrived here yesterday from Hollywood.

‘Broken Arrow’ To Open on July 21

‘Broken Arrow,’ 20th Century-Fox production, will have simultaneous world premieres on July 21 in Broken Arrow and Tulsa, Oklahoma, it was announced by Andy W. Smith, Jr., vice-president. The Western openings will coincide with the New York premiere at the Rosy.

Brookings Gets a Fourth

CARSON, Ia., July 6—Howard Brookings, former Nebraska-Iowa Allied president and Oakland (Ia.) exhibitor, has added his fourth theatre. He took over the Dreamland on July 1 from Harold Smith, who has operated it more than 30 years.

Joan Outerbridge in “Delilah gaved Samson a haircut!”

GIVES HIM THE WORKS!

starring Ann SHERIDAN • Victor MATURE

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KATO Establishes Groups to Study Trade Conditions

LOUISVILLE, July 6.—Permanent committees to study trade conditions were set up at a board meeting of the Kentucky Association of Theatre Owners. Heading the units are Ralph McClanahan, tax and revenue committee; Tom Hill, television; Andy Am, organization; Gene Lutes, corona, Bath, Orvin, showmanship; and Willis Vance, drive-ins.

First reports of the groups will be given at the annual convention, set for Oct. 18-19 at the Brown Hotel here.

Legion Reviews 7; Four in Class A-I

Seven new films were reviewed by the Legion of Decency this week; four were placed in Class A-I, and three in Class A-II. In the former category are "High Lonesome" and "Roll, Thunder, Roll," Eagle-Lion Classics; "50 Years Before Your Eyes," Warner's; and "Three Little Words," M-G-M.

In Class A-II are "Once a Thief," United Artists; "'Til Ocean Drive," Columbia; and "Where Danger Lives," RKO Radio.

Mellen in Paris Post

WASHINGTON, July 6—Sydney L. W. Mellen, who has been in charge of the Economic Cooperation Administration's film grant program, will leave at the end of next week for a post as assistant secretary in the U. S. Embassy at Rome. Mellen has been on loan to the ECA from the State Department's foreign service. No successor to ECA has been chosen as yet.

Tent 14 Gives $10,000

MILWAUKEE, July 6—Charles W. Trampe, chairman of the Heart Fund committee of the Variety Club Tent No. 14, presented a check for $10,000 to Dr. John S. Hirschbeck, dean of the Marquette University School of Medicine at the Great Hearts ball sponsored by the club. Variety members have pledged $25,000 towards the heart disease clinic at the University.

Para. Gulf Closes Two

NEW ORLEANS, July 6—Paramount Gulf Theatres has sold the Saenger Theatre building here to the Ike J. Schwartzberg department store, which will use the premises to expand its store. Paramount Gulf has also closed its Century Theatre at Jackson, Miss.

Manager in Frisco

SAN FRANCISCO, July 6—Jack Miller, former manager of the United Artists Theatre here, has been appointed manager of North Coast Orpheum Theatre, replacing Al Dunn, resigned.

Insider's Outlook

CIRCULATING among Allied members is a progress report of the organization's "Must Percentage Committee." The report takes up, and then puts down, the status of things as the committee proceeds with distribution heads.

For reasons hereafter outlined, the comment on Metro is particularly interesting, dated June 16.

"On our first visit with William F. Rodgers, he advised the committee that Metro would sell all flat rental references to their film Anglia on their best productions $200 or less. He stated, however, that once in a while Metro might issue a picture of such class that they would feel percentage was worth $200. He stated that there would be no obligation for the exhibitor to accept such percentage terms, but that they would act in accordance with the law without penalty in future dealing. During the past 18 months there has been shown only one such picture: 'Battleground.'

"On our second visit, the committee confronted Mr. Rodgers on completely fulfilling his promises."

The situation is this:

Bulletins of various Allied units have been hurling fire and brimstone at Metro over its sales policy on "Battleground," accusing Rodgers of a breach of trust. In Atlantic City on June 16—the same date of the report congratulating Rodgers for promises fulfilled—Truman Renfro, president of National Allied, dangled one of three accusing fingers at Metro when he charged that company "definitely kept policy" in demanding from exhibitors a concession only on "Battleground."

Thus, lavish praise is voluntarily offered with one hand while violent criticism is balled out with the other, and at the same time by the calendar. We find this ironically confusing. Can Allied members find it any easier?

On July 15, Henry Ginsberg retires as head of Paramount production thereby bringing to a close 10 years of tackling a job which was not over a bed of roses no matter how auspicious the circumstances. No studio head in Hollywood ever completely escapes the brambles. Nor does he get away to. Ginsberg's long tenure of office has been marked with the quiet distinction of success. He never set himself forth as a master administrator, the factory manager, if you like, who had enough wisdom to let picture-makers make the pictures while he kept the wheels of management rolling in harmony and accord, or as much of both as disparities in temperament and experience can accommodate. Divergences in viewpoint may have allowed.

Early in his career general sales manager for Earle Hammons a first sight of this possibility, he has become thereafter in a line capacity with Al Lichtman, Ben Schubberg and Jack Buchanan in Preferred and then a state right distributor. Ginsberg was first sighted on the Hollywood scene as right-hand man to Hal Roach. In 1936 he joined Selznick International as general manager ultimately to become its vice-president. His contacts in Hollywood had widened broadly by this time, leading to his association with Paramount Educational Pictures. There is no question about the maturity which has cloaked itself around Ginsberg's shoulders in the span of $10,000 to Hollywood. Today he ranks in the limited coterie of demonstrated, trophy manpower. He will not be a free agent long.

The sights which appraise the value of the executive charged with the merchandising of his company's wares—advertising, publicity, exploitation—obtaining a more accurate perspective. Max Youngstein is now a vice-president and a director of Paramount Film Distributing Co., and his case twined with a more than precedent in that company's history.

Youngstein's rise at Paramount has been rapid. Less than a year ago, he rounded out his first year there. In that initial period it is widely—and properly—recognized that he has brought off a highly successful achievement in re-vitalizing the company's activities in the merchandising area. His energy, ambition and experience have been on ample display long enough to attract the recognition they deserve in the industry at large and now, justifiably, within the ranks of his own organization. Of his move up into the top sphere, however, has a significance beyond the reward to the individual. It may be construed as recognition of a broader place in the growing young executive talent in the councils where policy is made. This is good for management. It is also an encouragement for the newer rug who have yet to make their way.

4 Wisconsin Houses Close

MILWAUKEE, July 6—More theatres in Wisconsin closed last month, including the Variety in Appleton, Varnes in Kenosha, Douglas at Kaukauna and the Merth theatre here. Third-run theatres of the Fox-Wisconsin houses that are playing weekends only are the East, Astor, World and Ti-voli.

Int'l. Proj. Offers New Sound System

The Simplex X-L Sound System is now being introduced by International Projector.

Designed for all theatres, large or small, the company claims the new equipment provides higher standards of total quality and complete flexibility, with amplification increased by changing the power amplifier; a new circuit design, streamlined soundhead and separate pre-amplifier, and dual lamps for standby use. The apparatus is enclosed in a single cabinet with component units on separate trays. The firm is set up to serve every city, the company says.

Signs 30th Pact with U-I

The McLeish Circuit of Australia, said to be the largest independent group of theatres in Victoria, has signed its 30th yearly contract to exhibit Universal-International product, U-I has announced here. Representing U-I at the pact signing were Tom Cadwalladder, Australian Southern superintendent, and Bryan Casey, Victoria branch manager. R. McLeish and R. J. McLeish represented the circuit.

Acquires Trucking Firm

DETROIT, July 6—Michigan Film Distributors, which services exchanges in Detroit with physical distribution, has been taken over by National Film Service of Philadelphia, Mendon Westcott, general manager, has rejoined the film truck service staff, and Edward Macauley remains as head of the shipping department of the new firm.

Albany Exchange Party

ALBANY, N. Y., July 6—Andrew W. Smith, Jr., 20th Century-Fox sales representative, and Martin Moscowitz, district manager, were at a house warming of the exchange here on Monday. It was recently remodeled and air conditioned. Exhibitors are invited to a "Broken Arrow" preview.
FOR SHEER
IT HAS NEVER BEEN EQUALED

ADVENTURER, who gambled his life to win a new love!

GIRL, who found new romance in the face of danger!

COWARD, who conquered his fear on the storm-swept peak!

GUIDE, who shared countless risks for a few dollars!

SCIENTIST, who tried to escape reality by defying death!

STRANGER, who came to disaster in his desire for glory!

RKO PRESENTS

The White Tower

starring Claude
RKO has made James Ramsey Ullman’s great novel into a motion picture that achieves new heights in dramatic intensity! Woven into this action-packed story are the loves, hates, hopes and fears of six remarkable people. These are performances you will long remember.
Coast Filming Tally Steady

Hollywood, July 6.—The production tally remains the same as last week, for a total of 128 pictures were started, while four were completed.


Excise Losses

(Continued from page 1)

excess, according to the tax repeal group's figures. It listed the 27 wartime excises in order, from the greatest percentage drop to the greatest increases where the theater admission tax ranked 18th. That means 17 taxes showed an even greater slump during the war period than the average percentage drop in admission collections. Two other taxes had smaller drops and only seven actually showed increases over the first 11 months of the 1949 fiscal year.

Film industry groups, of course, argue that the admission tax collection figures are no reliable guide to box-office conditions, since they do not reflect the increased number of theater tickets sold, the increased business in other general admission entertainment, and increased operating costs. Abram F. Myers and Carl Sullivan, representatives of the Council of Motion Picture Organizations, will put the industry case before the Senate group tomorrow.

COMPO Board Vote

(Continued from page 1)

to be maintained. With Brecher at the Waldorf-Astoria were Ned E. Depinet, COMPO president; Franklin Halper, president of the Motion Picture Association of America, both execs; S. H. Flaiken, William Levy, and Joseph Shourie. Martin G. Smith and Maurice Brown.

Annabella Import Here

H. Murray O'Hanlon, president of Splatter International Pictures, New York, has two new French imports, "Eternal Conflict," starring Annabella and Fernando Ledos, and "The Red Angel," starring Paul Muni and Thilda Thamar. "The Red Angel" is a Danish production and "Eternal Conflict" was produced by Francine, the first Annabella film to be released in this country since the French star left Hollywood several years ago.

Just what the doctor ordered! Repeal that 20% tax! Write, wire, talk to your Senators NOW! Hurry! —COMPO

Review

"Three Little Words" (M-G-M)

Metro has another first-class musical, and "Three Little Words" is its best. The career of Ruby Keeler and Harry Ruby, still a major figure among the songstresses, type the silliness out of the timesheets, provide the basis for an amusing and tuneful attraction, homesteadly produced and set forth in attractive Technicolor.

The story will be familiar, roaming the range of the nostalgic days of vaudeville. It is nowhere as winning as "Ruby Keeler" but works in Hollywood. How closely it resembles the pivotal stepping stones in the careers of its two principal characters this reviewer knoweth not. But it doesn't matter. The screenplay develops the kind of role undertaken by Red Skelton in 1946 and does a joyous effective job in what is essentially a new area for him. While he has a chance to fall all over himself in the kind of routines with which he is normally associated, there is a more pronounced seriousness under his role as Harry Ruby. In fact, his selection for the part might be regarded as a sort of triumph of casting and suggests a new approach for future skelton attractions.

Annabelle is Bert Kalmar, the hooper who wants to be a magician. Vera-Ellen is the partner he eventually marries. But before a leg injury retires him from the light fantastic and re-directs his activities toward the lyrics for Skelton's music, there is opportunity for several dance numbers. They are superb, keyed to Astaire's impeccable timing and lightness of foot.

He has had a number of delightful dancing partners down through the years, but never a better running mate than Vera-Ellen. She actually draws attention away from Astaire, and that is quite an accomplishment.

Told here is the chain of events which draws Astaire and Skelton together in a musical partnership which persisted successfully and long. They had been friends for years through friendship and craftsmanship in the end remains unimpaired. Fourth major lead is the breath-taking Arlene Dahl. She plays Eileen Percy, prominent among the Fox Film stars in her day and who, in real life as well as in the film, married Ruby.

The array of song numbers will be familiar to oldsters and, we venture it, pleasant for youngsters. The title, "Three Little Words," swings around a Kalmar-Ruby tune which finally makes the grade some years and much amusement after Ruby first tried to sell it to Kalmar.

Interesting treatment finds Gloria De Haven playing her mother as a young saloon girl to happy effect as the remembered Helen Kane, the "Boop-de-Boop Girl." Phil Regan appears as himself and so does Abe Schacht, the former baseball player. Keenan Wynn is agent and father of the song-writing team.

Thus, cast values are strong along with the other elements which are so successfully combined in "Three Little Words." Richard Thorpe's direction is very much on the light side, and the melody is light.

F. Myers and C. Sullivan, COMPO

Says Subsidy Promotes Inferior Films

(Continued from page 1)

Switzerland, Germany and England, said that American pictures and American stars dominated the field every day, "but the great tragedy is that foreign legislators are trying to legislate our films out of the use of subsidies to producers." If the legislation bill passed, he said, "the whole world of film, or its creation, is entirely out of the European, and if it is passed it will lead to the European industry essentially to the creation of features which will be inferior and not given the chance to become outstanding."

As an answer to subsidies, he said Hollywood must make the finest of our products available, "otherwise we will be put out of the film business." That is what Godwin feels is necessary to keep the industry from becoming inferior.

Goldwyn feels that our government should spend $1,000,000,000 for propagandists in Europe.

Goldwyn plans to confer with J. Arthur Rank, Sir Alexander Korda, Sir Michael Balcon and others, but he declined to reveal at this time whether he made any production deals.

Goldwyn will remain in New York until August for the openings of his "Our Very Own" and "Edge of Doom," whereupon he will return to the Coast.

Official executives on hand to greet the producer and Mrs. Goldwyn were James Mulvey, Jock Lawrence, William H. Toney, Al Crown and Martin Davis.

Seek Sunday Showings

Nashville, July 6.—At half-a-dozen spots in Tennessee efforts are being made to legalize Sunday showings. At Cleveland, in Eastern Tennessee, three exhibitors decided to test an attempt for "Blue Law" repeal. Sunday, they were arrested and posted bond. Until the courts can render a decision they plan to continue Sunday time without an admission charge, which is illegal, At Jackson, where Sunday shows were declared illegal, new petitions have been presented to the city council asking for a referendum on the question.

Every day counts! Write, wire, talk to your Senators NOW! Ask for full repeal of 20% tax. —COMPO

Swedish Industry Is in a Bad Way

Washington, July 6.—It's the same the whole world over, Commerce Department reports the film situation in Sweden indicates. The report has these highlights: "The Swedish film industry is in difficulty because of the high amusement tax; from $250 to $500 theaters or 10 to 20 per cent of Swedish theaters, have shut down; the government is considering a cut in the admission tax and requests for financial aid to producers.

RFC Loans

(Continued from page 1)

Bischoff or any other applicant. We just won't pass favorably on film loans."

Underwood recalled that after the war RCF had made a loan to Hal Roach Studios but said that was to rehabilitate the studios and had been made largely because the Armed Services had used them during the war and "the usefulness for the industry" He said Hal Roach had made "30 or 40 requests" since then for RFC loans actually to make pictures, and all had been turned down or withdrawn.

Chief hope for government loans for the industry now seems to rest with enactment of some sort or bill to aid a small business, possibly with specific orders to the RFC to relax its loan policies. The outlook for enactment of such legislation this year is dim, but chances are better for some small-business help next year.

Schine Decree

(Continued from page 1)

Theatre property, Norwalk, O.; Star Theatre, Delaware, O.; Opera House and Wooster, O.; Palace Theatre, Waterford, N. Y.; assessor lowered the site of the former Arcade Theatre, Salisbury, Md.; Pontiac Theatre, Hartland, Michigan; Capitol Theatre, Oswego, N. Y.; Civic and Roxy Theatres, Fostoria, O., and Hippodrome, Little Falls, N. Y.,

Justice Department spokesmen say the general impression here is that Schine did not do too badly in adhering to the first year's divestiture timetable, although this was accomplished mainly by disposing of properties for under-the-counter check-up will be made in the near future, they say.

MITCHELL MAY, JR.

INSURANCE

• Specializing in requirements of the Motion Picture Industry

75 Maiden Lane, New York
510 W. 6th St., Los Angeles
FCC Has Right To Allocate Theatre Video

Coy Answers TOA Query On Channel Authority

That the Federal Communications Commission has full power to allocate air channels exclusively for theatre television was made clear by FCC chairman Wayne Coy in an exchange of theatre TV viewpoints with Giel Sullivan, executive director of Theatre Owners of America, made public by Sullivan at the weekend.

Sullivan told Coy that some members of the TOA seriously questioned the FCC's authority to make the allocation. Coy's answer to this was in the form of references to the pertinent sections of the Communications Act of 1934 which set forth the Commission's authority in the field.

Commenting on this, Sullivan said: "Chairman Coy's answer to the question indicates definitely that the Commission has full power to make the allocation."

(Continued on page 15)

U-I to Start 5 This Month

Universal-International has given the green light to five pictures to be put before cameras this month, giving the studio 25 films either completed or shooting of the 36 to be made during the fiscal year ending Oct. 31. All of the remaining productions on the 1950 schedule now are in various phases of preparation.

Pictures which will start this month are: "Undercover Girl," starring (Continued on page 14)

Six Goldwyn Films Approved for Japan

Supreme Commander Allied Powers has granted licenses for the distribution of six pictures in Japan to Samuel Goldwyn Productions, first United States independent producer to receive such permission from SCAP.

Goldwyn Productions' president, the first pictures to be released are: "The (Continued on page 13)

Senate Gets Strong Plea For Repeal of 20% Tax

NETTC Files Papers Today

WASHINGTON, July 9.—The new National Exhibitors Theatre Television Committee will be formally incorporated here tomorrow.

Incorporation papers and by-laws were signed and sealed Friday and (Continued on page 15)

Martin Quigley Receives Papal Decoration

Francis Cardinal Spellman, on behalf of Pope Pius XII, on Friday invested the insignia of the Order of St. Gregory the Great upon Martin Quigley, publisher and originator of the Motion Picture Production Code.

The pontifical decoration was recently conferred by the Holy Father upon Quigley in recognition of his effort in the maintenance of right moral and social standards in motion picture entertainment. The presentation of the medal was made in the Archbishop's Room of the Chancery Office, 451 Madison Avenue.

Since 1916, Quigley has been president of the Quigley Publishing Company, Inc., publishers of Motion Picture Herald, Motion Picture Daily, Better Theatres, Fame and Motion Picture Almanac.

In making the presentation Cardinal Spellman referred to the noted encyclical on motion pictures issued by Pope Pius XI who urged men to "watch and labor to the end that the motion picture be no longer a school of corruption but that it be transformed into an effectual instrument for the education and elevation of mankind."

"Martin Quigley," the Cardinal declared, "has sought to follow this urging and in doing so has rendered a valuable service in the public interest and in the best interest of his own industry."

"The Production Code which he originated and introduced to Hollywood in 1930, together with his constant insistence over the enforcement of the code through the succeeding years, has been productive of much good in the field of motion picture entertainment and has been the means of avoiding much evil."

"To Mr. Quigley and all those conscientious and high-minded persons in the industry who have encouraged him and cooperated with him in this work this recognition by Our Sovereign Pontiff, Pope Pius XII, should be the source of satisfaction."

In response Quigley said: "I am deeply gratified to receive from your hands this decoration which has been graciously conferred on me by His Holiness, Pope Pius XII."

"It will be the source of great satisfaction to all responsible persons in the American motion picture industry to note that its Production Code, now in its 20th year, has elicited this highest recognition."

The order of St. Gregory the Great was founded in 1831 by Pope Gregory XVI. Originally intended as a decoration for meritorious service by subjects of the Papal States, it is today awarded generally for meritorious public service which benefits religion and the Holy See.

Most Rev. William A. Scully, Coadjutor Bishop of Albany and chairman of the Catholic Bishops Committee on Motion Pictures; Will H. Hays, Ned E. Depinet, president of the Council of Motion Picture Organizations; James Mulvey of the Society of Independent Motion Picture Producers, and Joyce O'Hara, representing the Motion Picture Association of America, were among those in attendance at the presentation.

The ceremony was recorded for the industry newsreel pool by M-G-M's News of the Day.

Freeman At Studio Helm

Y. Frank Freeman, vice-president of Paramount Pictures Corp., will be in complete charge of all studio operations, effective July 15, Barney Balaban, company president, announced Friday.

The resignation of Henry G. Nader as vice-president and administrative and production head will become effective on the same date, as disclosed last week.

Freeman was associated with the S. A. Lynch circuit when it became a division of Paramount in 1926. He joined Paramount in 1933 and was elected vice-president in charge of theatre operations in 1935. In 1938 he was named vice-president in charge of studio operations and has continued in that post since.
Personal Mention

CHARLES EINFELD, 20th Century-Fox advertising vice-president, will return here today from the coast following conferences at the studio.

JOEL LEVY, Loew's out-of-town booker, became a grandfather for the second time on Friday when his daughter, MRS. SAMUEL LEVY, gave birth to a boy, Mical Jorn, at Lenox Hill Hospital here.

JOHN LEVIN, owner of the Avon Theatre, Elmwood, Neb., celebrated his recent wedding with a free evening show. A short subject on the program was entitled "Newways."

EVELYN KOZERMAN, Republic publicity manager here, left New York over the weekend for Hollywood where she will visit Roy Rogers and his family.

LOUIE Luraschi, Paramount studio executive, and his family left here on Saturday for Paris.

DAN S. TERRIEL, head of M-G-M's exploitation department, has returned here from Detroit.

JOHN P. BYRNE, M-G-M Eastern sales manager, is in New Haven this week from New York.

MURRAY LERNER, Lippert Productions vice-president, left Hollywood on Friday for Missoula, Mont.

Death' Premiere Here

Eagle Lion Classics' "Death of a Dream" will have its New York premiere at the Embassy Theatre here on July 18. The documentary on the historical highlights of the 20th century was written and directed by Quentin Reynolds.

N.Y. Exhibitors At 'Union Station' Show

Hugh Ovem, Paramount's Eastern and Southern division manager, was host late last week to 50 exhibitors at a luncheon and screening here of "Union Station," first picture to come from the studio. Paramount's "Blueprint for the Future" program.


Also attending from Paramount Theatres were: Max Fefferman, Robert J. Weisman, Ed Hyman, Saba Silverman, and Al Sniegman. Paramount Features was represented by Arthur Dinnick, Marty Friedman, Monroe Goodman, Phil Isachar, Jerry Fleckman, Oscar Morgan, Howard Minsky, Harry Rendel, Myron Scitler and Jackeley.

Parra, Magazine Post To Maria Van Slyke

Maria Van Slyke, currently on tour with Gloria Swanson in half of "Sunset Boulevard," has been named national magazine contact for Paramount Pictures. She replaces publicity manager Mort Nathanoff, it is announced by Max E. Youngstein, vice-president in charge of publicity.

Miss Van Slyke will succeed Rex Taylor who resigned on Friday to become public relations and promotion director of the Famous Artists School here. She has been working on special assignments for the company.

Here for Fashion Show

Charles Le Maire, director of wardrobe for 20th Century-Fox, will arrive here from the coast today to prepare for the fashion show which the company is sponsoring in conjunction with "The Black Rose" on July 12.

The show will be held at the New York Movietone studio with fashion writers, designers, newspaper and trade paper representatives present to see the collection of items tied-in with the Technicolor picture.

Newsreel Parade

FIRST pictures of fighting in Korea and President Truman addressing the joint session of Congress are among highlights. Other items include: political rallies in the states; national political conventions; 12th National Catholic Immaculate Conception Congress; drama festival; world fairs; conventions; and other events.


Cowwest to Cast 3rd Dimension Film

Independent producer Lester Cowen left here at the weekend for the Coast to confer with RKO about plans to be made under the aegis of the new Cinema Productions, employing the three-dimensional process developed by the Polaroid Corp.

The plan is to complete pre-production arrangements at the earliest possible time so that the film entitled "The Customer Is Always Right," can start rolling in New York in the fall.

Meanwhile, the exhibitor-sponsored company is putting the final touches on incorporation papers for filing, probably in New York this week. Capitalization will be modest, initially, with the budget for the Cowen film figured at $150,000.

M. A. Lightman, Memphis circuit operator, is president of the firm.

Huston Tribute at 'Furies' Premiere

TUCSON, July 9.—Mayor Joseph O. Nix, who has proclaimed a "Furies" Festival for 21 days of July for the forthcoming world premiere of "The Furies," has held a Wallis production for Paramount Pictures. The premiere is set for July 21 at the Paramount Theater.

A highlight of the event will be the presentation of the Edith and Walter Huston Memorial Scholarship at the University of Arizona, a special fund being established for the premiere performance of "The Furies," which stars the late Walter Huston with Steve MacKaye and Wendell Corey. Miss Stansfield will preside at the dedication ceremonies.

Motion Picture Daily, Monday, July 10, 1950

2nd-Quarter Quigley Awards This Week

Judging of the second quarter 1950 Quigley Awards show management competition was held Friday at the Managers' Round Table office of Motion Picture Herald. Meanwhile, the Montague Salon, managing director of the Rivoli Theatre here; Marshall Sand, treasurer of Smith and Bidler Theatres of Ohio; Leon Lippert, Classic advertising-exploitation co-director. Winners will be announced in the next issue of Motion Picture Herald.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kanes, Editor; Terry Ramsay, Consulting Editor. Published daily, except Saturdays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rochester Center, New York 29, N. Y. Telephone: 23-3109. Cable address: "Quigleyco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo L. Briski, Secretary; James C. Quigley, Treasurer. Herbert V. Peck, Advertising Manager; Geo R. Fugel, Production Manager. Hollywood Bureau, Keene-Vine Building, William M. Weller, Editor, Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Jimmy Ascher, Editorial Representative. Washington, J. A. Orpen, National Press Club, Washington, D. C. London Bureau, 4 Golden Square, London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quipchiuco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 12 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1918, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $10 foreign; single copies, 10c.
... IF YOU TAKE ALL THE PEOPLE WAITING TO SEE

The Black Rose

THEY WILL FILL EVERY THEATRE IN AMERICA 19\(\frac{1}{2}\) TIMES OVER!

and here's why...
The most ADVERTISED

$500,000
(Count 'em) CAMPAIGN

DOUBLE PAGE FULL COLOR AD in LIFE MAGAZINE on stands August 25
DOUBLE PAGE FULL COLOR AD in LOOK MAGAZINE on stands August 15
DOUBLE PAGE FULL COLOR AD in GOOD HOUSEKEEPING on stands August 20
DOUBLE PAGE FULL COLOR AD in COSMOPOLITAN on stands August 1
FULL COLOR NEWSPAPER AD in AMERICAN WEEKLY on stands August 1
FULL COLOR NEWSPAPER AD in PICTORIAL REVIEW on stands August 20
FULL COLOR NEWSPAPER AD in PUCK, The Comic Weekly on stands August 13
FULL PAGE FULL COLOR AD in HARPER'S BAZAAR on stands September 1
and in HOUSE BEAUTIFUL August 18 and in TOWN & COUNTRY August 1

MOS IMPACT AT YOUR PLAYING TIME!
NOW turn this ad over and see how this campaign works for you!
MOST IMPACT AT YOUR PLAYING TIME!
The Black Rose

The most ADVERTISED

$500,000
(Count 'em) CAMPAIGN

Double Page Full Color AD in Life Magazine
Double Page Full Color AD in Look Magazine
Double Page Full Color AD in Good Housekeeping
Double Page Full Color AD in Cosmopolitan
Full Color Newspaper AD in American Weekly
Full Color Newspaper AD in Pictorial Review
Full Color Newspaper AD in Puck, The Comic Weekly
Full Page Full Color AD in Harper's Bazaar
Full Page Full Color AD in Town & Country

The most PUBLICIZED

Cover and 4-PAGE FEATURE in Life
kicked off unprecedented publicity campaign!

Pre-Sold to 20 Million!
As Book-of-the-Month, Best Seller, Renton edition, and in 21-day newspaper serialization starting August 18.

The most EXPLOITED

Carmel Show:
America's No. 1 Fashions Authority and
Singles in Shade at Negro's House of
Black Rose will be one of the
most fashionable colors of all!
(This has been all about "Black Rose"... so far)

5,000 DEPARTMENT STORES
will be advertising and selling "Black Rose"—
They are waiting for you for window displays, in-store promotions, co-op ads and lobby tie-ins!

It's ALL SET UP AND ROLLING!...LET'S GO!

Now turn this ad over and see how this campaign works for you!
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**Wyoming**

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Indian Princess on National Tour
For ‘Broken Arrow’

Underscoring the theme of Indian-White relations in 20th Century-Fox’s “Broken Arrow,” the company announces the departure of Princess Yellow Robe, well-known Indian leading lady of New York’s Indian exhibitors.—Jones Beach State Park, Long Isl., N.Y., on a national tour, during which she will talk to editors, women’s groups, meet the press, critics, exhibitors and educational leaders, about the story of the picture.

First stop will be Minneapolis, following which she will arrive in Des Moines on Wednesday. Her schedule calls for the following visits: St. Louis, July 13; Cincinnati, July 14; Chicago, July 15-17; Milwaukee, July 18; Detroit, July 19; Cleveland, July 20-23; Pittsburgh, July 24; Boston, July 25-26; Baltimore, July 27, and Philadelphia, July 28.

Miss Yellow Robe will carry special feature material and art dealing with the picture. She will also have a specially-prepared presentation book with scenes and accompanying dialogue not synopsizing the picture but presenting the important points which the picture makes.

Her discussions will center about the fact that “Arrow” deals with the Indian against the white, the Indian-versus-villainous-Indian point of view.

Miss Yellow Robe’s appearances will be in advance of the opening of the picture in each city and will attempt to attract opening-night crowds and individuals in the unusual story line.

Para. to Distribute Israeli Two-Reeler

“The New Pioneers,” two-reel film on Israel, will be released by Paramount in the fall, it is announced by A. W. Schwalberg, president of Paramount Film Distributing Corp. Distribution will be handled by Oscar Morgan, general sales manager, since it is an independent nation, “The New Pioneers” was produced and directed by Baruch Dienar as the first Israeli commercial production of Israel Motion Picture Studios, Ltd., located in Tel-Aviv.

Ed Grainger to Start 3

Hollywood, July 9—Producer Edmund Grainger has set starting dates for the first three of five features which he will make for RKO Radio. “Hollywood, Delightfully Daring,” starring Dale Evans, is due to start shortly. The film will be directed by Edward F. Cline. “Dancing Bandits,” to be made in Spain, is second in the series. “High Society,” to be released in December, is the third project. “The Eagle,” a western, is the final picture in the series.

Sam Bernard, 61, Actor

Hollywood, June 9—Services were held here Friday for Sam Bernard, 61, veteran screen player who died of a heart ailment. The remains will be placed in the family mausoleum in Union Field Cemetery, Brooklyn.

SEG Conference of Unions to Protest Layoffs This Month

The Screen Employees Guild’s sponsored conference of industry unions protest home office layoffs will be held the latter part of this month, Jack Ryan, business director, declared at the weekend, asking reports to the contrary. Arrangements are currently underway, he said, and the conference date will be announced later.

Opposition to the conference has come from IATSE’s local No. H-63, the body that issued the 1950 issue of SEG News attacks the views of H-63 on the conference and reaffirms the need for such a confab. The editorial also states that renewed invitations will be sent to H-63 to attend.

‘Stella’ Events Set
By Louisville Group

LOUISVILLE, July 9—The Mid-Century Homecoming Commission of this city will tie-in with the world premiere of 20th Century-Fox’s “Stella,” starring Bosley Crowther and directed by the organization, which numbers influential citizens of the state on its roster, will provide a reception for Victor Maclaglen, who will attend the picture “Stella” when they arrive prior to the opening on July 21.

Both at the airport and in the city, the Commission is scheduling ceremonies which will involve the Mayor, civic luminaries, a night parade, toppling of an outdoor square dance to which thousands will be invited.

The dance festivities will be for the benefit of the Shriners’ Crippled Childen’s Fund.

5-Theatre Debut for Abbott and Costello

Universal-International’s “Abbott and Costello in the Foreign Legion” will have its world premiere July 30 as a five-theatre combination in the Cincinnati area consisting of a drive-in and four indoor shows. Exhibitor’s interest in the picture was marked on July 19, marking the first time that the company has attempted this type of operation.

The premiere will be backed by an all-out promotional and advertising campaign, the company states, with Maurice Harris, home exploitation representative, now on the scene working on the advance campaign.

The theatres are the Twin Drive-In, Bond Hill; Valley, Rosehaven; Ambassador, Oakley; Coveland, Price Hill; Madison, Covington, Ky.

Sharpe Starts New Post with Hacker

C. W. Sharpe has taken over the supervision of the motion picture department of Samuel Hacker & Co., a Chicago certified public accountants here.

Sharpe recently resigned as treasurer of the industry’s Independent film pool in order to join Hacker. Prior to that he was controller of Columbia Pictures, assistant to the NBC vice-president in charge of the company’s advertising and public relations department with Price Waterhouse.

Every day counts! Write, wire, talk to your Senators NOW! As for full repeal of 29% tax.
Senate Gets Evidence of Decline in Theatre Take

Washington, July 9—Among the specific items presented to the Senate Finance Committee on Friday at hearings on the admission tax repeal, by COMPO representatives Abram Myers and Gael Sullivan, to back up their picture of sharp box-office declines, were the following:

A Motion Picture Herald story showing the sums collected from the Federal admission tax from 1917 through 1949, indicating a steady decline in the last two and a half years.

A summary from the Department of Commerce’s survey of current business showing a decline in corporate taxes paid by motion picture firms from $136,000,000 in 1946 to $49,000,000 in 1948.

Bureau of Internal Revenue figures showing that admission tax collections for the first 11 months of the 1950 fiscal year were about $12,000,000 below the same 1949 period.

Figures from the city treasurer of Cincinnati showing that collections on motion picture admissions for the first three months of 1950 were about 26 per cent below the same 1949 period, with an even greater decline for suburban theatres.

Figures on the three per cent admission tax in Chicago showing a steady drop from $127,102 in January to $108,562 in April.

Collections from film admission taxes in 27 Ohio cities showing drops of anywhere from nine per cent to 26 per cent for the first four months of this year below the comparable four months last year.

A poll of exhibitors conducted by the Motion Picture Herald showing an average decline of 17 per cent for the Nov., 1949 through Feb., 1950 period as against the same 1948-49 months, and “even this does not reflect the disastrous declines in April.”

COMPO’s survey showing 580 theatre closings during the Nov., 1949, through April, 1950 period.

Pittsburgh tax collections from motion pictures showing a drop from $85,655 in January to $48,742 in May.

Strident Plea for Tax Repeal

(Continued from page 1)

month for theatres. Since then, the bottom has dropped out of the motion picture business.”

The “unprecedented decline in box-office receipts” should concern the Committee, Myers said, for two reasons: “The real local effect on current estimates of future revenue to be derived from the admission tax, and because, contrary to our hopes and prayers, war is again thrust upon us, the government will have need of the services and facilities of a strong, active motion picture industry.”

Stress Herald Poll

The COMPO officials made this significant statement:

“In our presentation to the Ways and Means Committee, we said: ‘It is estimated that about 70,000,000 theatre admissions are sold each week. This is a decline from a wartime peak of 100,000,000.’ In view of these later figures showing a startling falling off in movie-going, we can no longer stand on that estimate.”

Both Myers and Sullivan stressed a Motion Picture Herald poll on declining ticket tax income, indicating admission tax collection figures rather than the Bureau of Internal Revenue figures, pointing out that the latter include all general admission entertainment taxes while the Herald statistics deal exclusively with motion picture theatres.

While the House bill cuts the admission tax from the wartime 20 per cent back to the pre-war 10 per cent, the COMPO officials said, “it leaves motion pictures still saddled with the 10 per cent tax imposed in 1932 as a ‘depression’ tax. The depression has been over much longer than the war and we feel that the time has come to lift this burden from our faltering business.”

Myers and Sullivan filed with the Committee a jointly-prepared brief, and then each made extemporaneous statements of his own. They were on the stand about 40 minutes in all.

Cities Revenue Drop

The COMPO brief emphasized that due to the box-office drop, Federal income from the admission tax in the 1949 fiscal year will run nowhere near as high as the Treasury estimates. Moreover, it said, the handicap of the admission tax means even more serious declines in Federal and state corporate income taxes from film sources, citing the Commerce study to show the drop that has already taken place.

The 580 theatre closings reported, the brief said, “represent only permanent closings and not a large number of temporary closings and reduced operating time, all of which make a bad situation worse and contribute to the growing unemployment in our business.”

It pointed out that while only nine theatres in the Cleveland area had permanently closed, over 30 theatres had closed completely or part time.

COMPO takes no pleasure in relating “the dismal facts concerning the present state of our business,” the two officials said. They declared that showmen are naturally optimistic and that “they have no reason to doubt that motion pictures stand first in the affections of the American people among all forms of entertainment. Relieved of this unfair tax burden, the motion picture industry will be able to stand on its own feet. They do not need any government subsidy or price supports.”

Remind of War Effort

Both Myers and Sullivan mentioned from time to time the war record of the industry both as entertainment and a means of communication between the government and the people, and its possible service in another war, and Myers stressed that in answering questions from Senators, the argument that films are entitled to be relieved from taxes as a means of informing and preparing the people for the coming war, if ever, was one of the most effective used.

The Senate Committee hopes to finish its hearings on the tax bill this week (ending July 14) and to have a bill ready for floor action by about July 20. According to COMPO’s poll of the Committee, six members favor a cut in the tax, five favor complete repeal, and two are not yet committed.

Senator Ed Johnson (D., Colo.), a member of the committee who has had considerable to say about the film business recently, was not present. Senators Millikin (R., Colo.), and Butler (R., Neb.), showed themselves most sympathetic to the industry plea, while Senator Taft (R., O.), one of the two uncommitted senators—ranging between the two. Despite this questioning, however, the two COMPO officials expressed optimism that they had made a deep impression on the Republican.

Taft repeatedly asked what Myers and Sullivan thought was the reason for the drop in admissions, from television, a shift from permanent theatres to drive-ins, or what. He said he was trying to make up his mind whether
TV Hurts Box-office ‘Very Much’; Myers

Washington, July 9. — In answer to a question by Senate Finance Committee chairman George during the tax repeal hearings on Fri-

day, Allied States counsel Abram Myers admitted that television has been hurting box-office receipts “very much.” 4, 6

Myers said he could not estimate how much, but it “certainly is one of the contributing causes” to the recent decline.

More on Tax Plea

(Continued from page 12)

the drop was temporary or permanent. Myers said there was “as many theo-

ries as people in the business,” but that he thought a key reason was that with the return of installment buying, available money was going in-

to refrigerators, cars and other con-

sumer goods rather than entertain-

ment. Sullivan said he thought a ris-

ing cost of living had cut into the en-

tertainment budget of the average family.

Taft said he did not think the cost of living had gone up enough to cause the sharp box-office drops reported by the COMPO officials. He also in-

dicated he thought that television was largely responsible, pointing out that the largest box-office drops in Ohio had come since the coaxial cable had reached there last fall.

"Isn’t it true," interjected Milli-
FCC Has Right to Allocate

(Continued from page 1)

preparations along this basis," Sullivan stated to Coy.

The latter's answer was that there is no reason why networks should be precluded from scheduling over-the-air television over their channels and thereby make them available for the public service. Coy said that several industry witnesses were asked their views on the effects of such a change during the recent televised hearings. He added, however, that "these questions were purely hypothetical and were not asked of any officials acting retrospectively or presently proposed to be taken by the Commission."

The Sullivan-Coy exchange threw no new light on whether the industry might expect the Commission to hold public hearings on television scheduling canals. Asked about a possible date for the sessions, Coy said "it is not possible at this time" to estimate it.

Malcolm Ross Will Aid 'No Way Out'

Malcolm Ross, former chairman of the President's Committee on Fair Employment Practice, editor of the University of Miami, has been engaged by 20th Century-Fox as a special public relations consultant.

Ross' experience with the FEP program was instrumental in Zanuck's decision to utilize his knowledge in connection with this story of racial hatred. He will advise on this aspect of the picture's publicity campaign currently under way for the August world premiere of the picture in New York, as well as for the national engagements following.

Yarbrough in Television

Hollywood, July 9.—Director Jean Yarbrough has accepted an offer from Proctor and Gamble to direct their new television show, "Beulah," which will star Beulah Waters. Yarbrough, who recently dismantled M-G-M's "Tall Timber," left here yesterday for New York where he will direct the "Venture" shows which will be the first film before absence of motion pictures.

Critics Pick 'Father'

CLEVELAND, July 9—M-G-M's "Father of the Bride" was unanimously selected as the "Best Picture of the Month" (June) by the Cleveland and Critics' Circle. This is the third monthly award to be made by Cleveland critics as one of the activities of the board. Previous winners were "The Third Man," for April, and "Annie Get Your Gun," for May.

Rooney Signs for Three

Hollywood, July 9.—Mickey Rooney has been signed by Columbia for three additional pictures to be made in the next two years. Rooney is currently celebrating his 25th year in show business.

Just what the doctor ordered! Repeal that 28% tax! Write, wire, talk to your Senators NOW! Hurry! —COMPO

NETTC Files

(Continued from page 1)

will be delivered to the District Court as soon as it opens tomorrow.

Harry Bachman, operator of the Picture Show at 57th Street and Bouckman, manager of K-Il Theatres, and A. Julian Brylawski, head of Warner Bros. real estate department here, are the incorporators but both are purely formalities. Washington law requires that District corporate officers be incorporated in the District, and these three, as officials of the Washington Theatre Owners Association, stand as corporate officers.

Actually, the affairs of the Committee will be run by a board of directors of three to 21 members, picked by the organizing companies individually.

A membership meeting of these original organizers will probably be held in the next few weeks to pick the board. The board will then pass on the applications of new individuals and corporations for membership. Each year, a new board will be elected by the membership.

In preparing the by-laws and the annual membership meetings, the afairs of the NETTC will be run by an executive committee of up to nine members, including a chairman, vice-chairman, and treasurer.

The chairman will be elected by the board for a term of two years.

Board to Elect Officers

The board will also elect a vice-chairman, secretary, and treasurer, also for a one-year term each. A general service officer and other officers will be elected by the board for an indefinite term.

The "active day-to-day administrating official" of the Committee will be an executive secretary, who will operate "under the guidance of the chairman, vice-chairman and executive committee."

The Committee will make a broad appeal for membership, taking in "any individual, company, firm, corporation or other form of enterprise engaged in the ownership, operation or management of a theatre or with a direct interest in theatre distribution."

Financing of the committee is to be by "contributions solicited from, or otherwise tendered to the Committee by its members and others."

The board will not only pass on new members but may by a two-thirds vote suspend or expel any member "when it appears that the member has been guilty of conduct which is prejudicial to the purposes for which the organization has been founded."

U-I to Start 5

(Continued from page 1)


Another in Nebraska

COLUMBUS, Neb., July 9—Central States Theatres will open its newest drive-in theatre this week.

UK Trade Fund Puts Siegel on Committee

Hollywood, July 9.—The British Cinematograph Trade Benevolent Fund has notified Norren Siegel, Paramount studio advertising-publicity director, that he has been made a member of the organization's general committee for the 1950 Royal Film Performance sponsored by the Fund. Siegel has served as Hollywood co-ordinator for the Royal Film Performance for the past three years.

Victory is in sight! One final push! Write, wire, talk to your Senators. Ask REPEAL of 28% tax!
Canadian Children's Library Has 58 Approved Features

TOLEDO, July 9.—The Children's Film Library of Canada, with headquarters in Toronto, has developed to the point where it now has 58 approved features for Saturday afternoon theater programs, the prints being available at a cost of $8,000,000. The key film centre of Mon- treal is included in the organization because the Quebec Provincial Government continues to ban juvenile pictures under 16 years of age from film theatres.

200 16mm. Houses In Central America

WASHINGTON, July 9.—There are 200 theatres showing 16mm. entertainment films in the six Central American countries, according to Commerce Department film chief Nathan D. Golden. The 200 have a seating capacity estimated at 12,000, with 75% of the houses showing 16mm. films. Virtually all of the films shown are American, Golden said. However, Argentina and Mexico are increasing their activity in this field.

Nicolazoria has 57 such theatres, the report stated, while Costa Rica has 39, Guatemala 30, Honduras 19, Panama 20, and El Salvador 48. Golden stated that all indications point to an expansion of 16mm exhibition in all of those countries.

New TESMA Committee

Oscar F. Neu, president of the Theatre Equipment and Supply Manufacturers' Association, has appointed a ladies' committee which will serve during the TESMA-TEDA conventions and trade show to be held at the Century Theatre, Chicago, next week. Ben Adler has been appointed chairman and Mrs. R. T. Van Nimmers, Mrs. Edward Wolk, Mrs. Thomas L. Petersen, Mrs. Frank Harris have been appointed co-chairmen.

Ten Aids Hospital

OMAHA, July 9.—The Omaha Variety tent has turned over another $1,529 to the Children's Memorial Hospital here, bringing the total collected at Variety-16 gathered in excess of $20,000. More than 15,000 Iowans, Nebraskans and South Dakota youngsters paid a quarter each to attend benefit matinees, with owners, operators and distributors donating theatres, services and film.

Shooting Israel Reels

Production has begun in Israel on Warner Bros' two-reel Technicolor film, "Land of Hope," a pictorial account of a settlement in an area that newly created nation. Andre de la Varre is covering the country with his camera crew and Gordon Hollingshead is producing.

Lippert Sets Filming

Hollywood, July 9.—"The Little Big Horn," Carl K. Hittleman's next production for Lippert, has been given an August 26 starting date.

The library also includes 23 short subjects for juvenile show bookings. The committee in charge represents E. B. Schwartz, general manager of Canadian Paramount. It is an outgrowth of the children's approved-films program started out of the Motion Picture Association.

Reade Theatres Aim For Children's Trade

Special mid-week children's matinees are being held weekly in Walter Reade drive-in theatres in six New Jersey communities, several with tie-ins with the Boller Beverage Co. for prizes and awards. Western, adventure films and comedies are being booked, with the regular show not starting until evening. In each case special sets are being formed with provisions for birthday parties, stage games and contests.

With Walter Reade drive-in theatres are now in the midst of a circuit-wide baby parade contest to select a "Drive-In Kiddie Parade Queen" for 1950. LaBelle Petersen, supervisor of drive-in operations, is directing the contests.

Universal, Treasury, In Bond Poster Tieup

In cooperation with the U. S. Treasury's savings bonds division, Univer- sal-International has created a special payroll savings plan poster featuring the stars of its forthcoming "Louisa," with 100,000 copies to be distributed in all states.

Distribution of the posters, which are printed in red, white and blue, already started in key cities with concentrated distribution planned for Chicago, where the world premiere of "Louisa" will be held at the Chicago Theatre on Aug. 11.

New Duties for Roth

CLEVELAND, July 9.—The following changes in the local Paramount exchange have been announced, Esther Bender, with the company 20 years and for 12 years secretary to the late Harry Goldstein, division manager, Leon Yurchak, assistant to Goldstein, and George Bressler, office manager, all have resigned. Howard Roth, head booker, now combines the duties of booker and office manager.

Sullivans Acquires 7th

WICHITA, Kan., July 9.—The Tower Theatre here has been purchased by Sullivans Theatres, marking the seventh house for the circuit in this city. O. F. Sullivan is owner and general manager. The latest purchase came from Herman Hunt of Cincinnati.

Victory is sight! One final push! Write, wire, talk to your Senators. Ask REPEAL of 20% tax!
<table>
<thead>
<tr>
<th>WEEK OF</th>
<th>COLUMBIA</th>
<th>EAGLE LION CLASSICS</th>
<th>M-G-M</th>
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<tr>
<td>May 28</td>
<td>GOOD HUMOR</td>
<td>JACKIE ROBINSON STORY</td>
<td>(May Releases)</td>
<td>ASPHALT JUNGLE</td>
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<td>GOLDEN CHILD</td>
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<td>June 4</td>
<td>STATE PENITENTIARY</td>
<td>CAPTAIN BLOOD</td>
<td>JACKIE ROBINSON STORY</td>
<td>WINSTON WORMS</td>
<td>FATHER OF THE BRIDE</td>
<td>(July Releases)</td>
<td>THE BAY</td>
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<td>June 11</td>
<td>HOE DOWN</td>
<td>TEXAS DYNA M</td>
<td>Jack Ruby</td>
<td>GLASS MOUNTAIN</td>
<td>HUMPHREY TAKES A CHANCE</td>
<td>(June Releases)</td>
<td>INDIANAPOLIS</td>
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<td>June 18</td>
<td>(July Releases)</td>
<td>ROGUES OF SHERWOOD FOREST</td>
<td>THE ROCKY RANGER</td>
<td>THE SKIPIPER</td>
<td>THE AVENGERS</td>
<td>(June Releases)</td>
<td>STEEL</td>
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<td>June 25</td>
<td>BEYOND THE PURPLE HILLS</td>
<td>CHARLES MONTGOMERY DICK</td>
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<td>July 2</td>
<td>CAPTIVE GIRL</td>
<td>ROY CONRAD</td>
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<td>July 9</td>
<td>DAVENPORT</td>
<td>ROY CONRAD</td>
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<td>July 16</td>
<td>(Aug. Releases)</td>
<td>IN A LONELY PLACE</td>
<td>HOWARD DUFF</td>
<td>MYSTERY STREET</td>
<td>BORN TO BE BAD</td>
<td>(Aug. Releases)</td>
<td>THE UNDERWORLD STORY</td>
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<td>July 23</td>
<td>CONVICTED</td>
<td>REED MCQUARRIE</td>
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<td>July 30</td>
<td>BEWARE OF BLODIE</td>
<td>STREET OF SPORTSMAN</td>
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<td>Aug. 6</td>
<td>DESTINATION MOSS</td>
<td>STREETS OF GHOST TOWN</td>
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**Dates Are Based as National Release Schedules and Are Subject to Change. Letters Denote the Following:** (D) Drama, (C) Comedy, (P) Western, (M) Musical, (R) Romance, (B) Biography, (S) Science Fiction, (H) Horror, (T) Thriller, (F) Fantasy, (A) Action, (O) Other.
Divorce Order Is Entered In N.Y. Court

Say Entry Means Start Of Decree Schedules

U. S. Supreme Court’s mandate to the U. S. District Court here which affirms the three-year divorce decision in the industry anti-trust suit was formally entered in the court here yesterday.

Contrary to views of the Department of Justice, major company attorneys here say formal entry of the mandate means the start of the divorce schedule as set forth in the decree. They add they have precedents to rely on as to the event the Department persists in its argument that the decree become operative on June 5. which was the day the Supreme Court announced its decision upholding the lower court here.

Loew’s, Warner and 20th Century-Fox are dire to file their divorce plans within six months from the date of operation of the decree and divestiture plans within one year.

British Film Stock Controls to End

London, July 10.—Government control of film stock, which originated in 1943 as a wartime conservation measure, is expected to end here within the next three months, Harold Wilson, president of the Board of Trade, revealed in reply to questions put to him in the House of Commons.

Ending of controls will leave exhibitors free to cancel newspapered contracts, which they have been unable to do under the Supplemental Newsread Agreement.

However, a court decision recently upheld cancellation by London and District Cinemas of a contract with British Movietonews.

Meier Heads Para. Cincinnati Branch

Promotion of William A. Meier from salesman to branch manager in Cincinnati for Paramount was announced here yesterday by A. W. Schwartzberg, president of Paramount Film Distributing. He succeeds James J. Grady, resigned.

Meier joined the company in 1935, starting as assistant advertising manager at the Cincinnati exchange. He became a salesman in 1940.

Grosses Continue Decline In Most of 163 Key Runs

Tax Receipts Off 9 to 26% in Ohio

Columbus, July 10.—Local admission tax collection reports for the first four months of 1950, compared with the same period last year, which were supplied by 27 municipalities to Independent Theatre Owners of Ohio, reveal varying declines of from nine to 26 per cent, excluding drive-ins.

The first six months of 1950 show a steady decline in average box-office grosses in some 163 situations in key cities across the country. Comparison with 1949 figures, however, show that while the rate of decline was about the same last year as this year, the whole level of grosses was appreciably lower in 1950, with the exception of an occasional good week here and there.

June was no exception to the half-yearly trend, with last year’s June average of $12,272 having a distinct advantage over last month’s $11,185 average. In both years the middle two months were the lowest.

(Continued on page 8)

CONGRESS ADVISED OF FLAWS, FEATURES OF TV COLOR SYSTEMS

Washington, July 10.—A group of radio experts today advised Congress that the Federal Communications Commission should adopt one and only one of three competing color television systems, either that of CBS, RCA or Color Television, Inc.

The advice came from a special five-man advisory unit set up by Senate Commerce Committee Chairman John son (D., Colo.). The five-man group was headed by Dr. Edward U. Con don, director of the U. S. Bureau of Standards.

In its report to Johnson, the advisory group concluded that the allocation of six-megacycle radio frequency...

(Continued on page 8)

Television Committee Chartered in Capital

Washington, July 10.—The new National Exhibitors Theatre Television Committee was formally incorporated here today, with papers being filed at the district clerk’s office. An early organizing meeting is planned, at which a board of from three to 21 members will be named to run the committee and to appoint officers.

(Continued on page 8)

Compo’s Tax Fight Registered: Myers

Washington, July 10.—Satisfaction at the reception the Senate finance committee gave Gid Sullivan and himself on Friday was expressed today by Abram Myers, chairman of the tax committee of the Council of Motion Picture Organizations.

“The courteous treatment accorded us is a tribute to the industry’s campaign to repeal the 20 per cent admission tax,” he declared. “Congress is definitely movie-conscious as a result of our efforts.”

Vetoes Bill to End La. Rental Levy

New Orleans, July 10.—Gov. Earl K. Long vetoed bill No. 977 which would have eliminated the film rental tax in Louisiana. The measure had previously passed the House and received 100 per cent vote in the Senate. Exhibitors, film exchanges and the trade are very disappointed.
Personal Mention

HARRY B. FRENCH, president of Minnesota Amusement Co., Minneapolis, will leave that city today for New York.

ERIC JOHNSTON, president of the Motion Picture Association of America, is expected back in Washington from Spokane tomorrow and is tentatively scheduled to leave New York by plane for London on Sunday.

O. D. HOFER, owner of the Arista Theatre, Lebanon, Ky., is back from a visit at St. Joseph's Infirmary there from an eye operation.

LOUIS E. GOLDBERGER, Monogram Western sales manager, left here yesterday for Cincinnati, Minneapolis and Chicago.

WALTER MIRBACH, Monogram producer, has returned to Hollywood from New York.

JACK GLENN, Eastern Screen Directors Guild president, is in Washington from New York.


H. F. KLASSER-HOWES, director of publicity for Columbia in London, has arrived here by plane for conferences with NATE STENGEL, Columbia vice-president.

IRVING SOCHIN, Universal-International special films sales head, will leave here tomorrow for Philadelphia, Baltimore and Washington.

CHARLES SIMONelli, Universal-International national exploitation director, left here yesterday for Chicago.

DAVID BEZNOR, counsel for the Colossium of Motion Picture Salesmen of America, arrived here yesterday from Milwaukee.

2 Goldwyn Premieres

On Broadway Soon

More than 300 bookers have already been set for the new Samuel Goldwyn film, "Our Very Own," to play in August and early September, James A. Malve, president of Samuel Goldwyn Productions, announced.

The pictures and "Edge of Doom," Goldwyn's next release, will both have their world premieres on Broadway within a week of one another for the benefit of the New York Foundling Hospital, tickets to both premiers being sold for $10, Malve said, with the Victoria Theatre opening "Our Very Own" July 27 and the Astor Theatre opening "Edge of Doom" Aug. 2.

Pictorial History

Cites 16 20th Films

In the revised section of the new edition of "A Pictorial History of the Movies," 20th-Century-Fox leads in the number of top films selected since 1942, editors Deems Taylor, Bryant Hale and Merelene Peterson having selected 16 from 20th-Fox, the nearest contender getting nine.


Big Ad Campaign for 'Winchester' Dates

Universal-International's "Winches ter 72," will open simultaneously in some 500 cities and in about 500 theaters from Coast-to-Coast tomorrow out of every exchange center except Detroit, backed by an all-American ad vertising campaign, in one of the largest day-and-date openings in the history of the company, Detroit openings are scheduled to start next week.

In connection with the Coast-to-Coast openings, U-I has made available to exhibitors, through National Screen Service, special television trailers made especially for that medium.

She's due in August!

Sheridan took Grant in "I Was a Male War Bride"...but watch what she does to Samson in "Stella"

MOTION PICTURE DAILY.

Tuesday, July 11, 1950

Bank Night Decision Stands in Minnesota

MINNEAPOLIS, July 10.—Rulings of the Minnesota Supreme Court that bank night operations at theatres in the state under specified provisions are legal has not been challenged on appeal in the 10-day time limit and it is assumed the state's attorney general will accept the decision.

Bank night operations are now expected to have a formula prepared shortly which will outline legal operations of banks under the Minnesota decision.

20th's Levy to Talk On 'Movies' Slogan

MINNEAPOLIS, July 10.—In line with a nationwide buildup for the picture, and promotion of good industry relations with the public, the Minneapolis 20th-Fox branch will screen "Broken Arrow" in seven outstate situations and Minneapolis, and branch manager M. A. Levy will call on selected audiences, on "why movies are better than ever." Screenings will be attended by exhibitors, screeners, and newspaper personalities and other invited guests.

First screening was held at the Minneapolis suburban St. Louis Park Theatre today, followed by Redwood Falls (tomorrow); Huron, S. D. (Wednesday); Jamesburg, N. J. (Thursday); Minnetonka, N. D. (Friday); Chippewa Falls, Wis. (18); Brainerd (19); Crookston (20).

"Broken Arrow" will make its going mass saturation bookings in the area following its Northwest premiere.

NEW YORK THEATRES

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NEW YORK THEATRES
Bank Sues Nassers on Loan; Claims $829,528 Still Due

Los Angeles, July 10.—In sequel to an attachment suit filed against them in Los Angeles on behalf of the Bank of America, seeking $829,528 asserted due it on film loans and alleging fraudulent conveyance of assets, the bankruptcy court, Birds Geere, and Theodore Nasser, and their affiliated companies, have filed petition in bankruptcy proceedings because of the bankruptcy laws in Federal Court here.

The bank suit, originally prepared on June 15, but withheld from the record pending the serving of necessary writs, had been filed some hours earlier. Federal Judge Pierson M. Hall, ruling on the Nasser petition, gave the bank 30 days before the expiration of their schedules of outstanding obligations, assets and liabilities.

Commenting on the petition, James Naughton, attorney for "action taken by the owners of General Service Studios in seeking relief from the Federal Court Judge, Judge Naughton, referred to the previous suit filed by the Bank of America on picture obligations. The obligations may have been made for expenses warranted and unjustified, in that the companies and individuals sued have assets for in excess of their liabilities.

Six More Promotions for 'Black Rose'

Adding to the list of promotions set on 20th-Fox's "The Black Rose," the company announced six more national tie-ups for Coast-to-Coast promotions coincident with the release of the picture on Labor Day, Sept. 7. The tie-up has been prepared by Romon Lighters; magazines and 350 newspapers will use special advertisements touting Cecile Aubry; a line of "Black Rose" chinaware will be merchandised by the Mid-Hurst Importing Co.; the National Council of Women will promote archery tippets in 285 cities; the Floral Telegraph Delivery Association has created a special "Black Rose." There is also a tieup with the Tea Bureau.

'Lblack Rose' to Launch U. K. Business Drive

London, July 10.—Release of 20th-Century-Fox's British Technicolor production, "The Black Rose," has been set for September to coincide with the opening of the industry's "Better Business Week" festivities.

Picture will open at the Odeon, here on Sept. 7, and in key cities throughout the country on Sept. 11. General release has been set for Sept. 25.

Mother of Patricia Duffy

Hollywood, July 10.—Funeral services were held here today for Mrs. Helen Duffy, mother of Patricia Duffy, secretary to Milton Sperling of U. S. Pictures. Funeral services were held today at St. Charles Church, North Hollywood. Mrs. Duffy, who lived with her daughter in Burbank, died Friday after a long illness.

Services for Meyer

Services will be held today at Hirsh's Funeral Home in the Bronx for Charles Meyer, husband of Belle Meyer, secretary to Sam Seidlmann, general foreign sales manager of Eagle Lion Classics. Meyer died suddenly over the weekend. Also surviving is a daughter.

Helen H. Saunders, 58

Hollywood, July 10.—Funeral services will be held tomorrow at Pierce Brothers Chapel for Helen Holmes Saunders, 38, pioneer silent film serial star, who died Saturday of a heart ailment which lasted her film career five years ago. Internment will be at Forest Lawn.

NCA Sets Dates for Four Regional Talks

Minneapolis, July 10.—First of a series of four regional meetings to discuss film buying, forced percentages and forced buying will be held in Sioux Falls, S. D., July 18, it was announced by Ben Bern, superintendent of North Central Allied. The meetings will be attended by Berger and Ste. Nne, NCA executive secretary.

Other meetings will be held in Fargo, July 25; New Rockford, N. D., July 26; and Duluth, Aug. 1. These are in addition to a Twin Cities meeting to be called at a later date.

Senate Group Cuts Overseas Program

Washington, July 10.—The Senate Appropriations Committee has voted to give the State Department's overseas information program $52,000,000, which is a mere $6,045,000 and a House figure of $34,000,000.

The Senate group also cut the funds for the anti-trust division of the Justice Department, giving it $5,750,000, compared with $3,988,000 requested and $5,825,000 voted by the House.

Mrs. Rose Lipton, 75, Mother of 'U' Ad Head

Chicago, July 10.—Burial services will be held tomorrow at Wad-heim Cemetery, Chicago, for Mrs. Rose Lipton, 75, mother of David Lip- ton, national advertising director for Universal-International. Mrs. Lipton, who died on Sunday, is also survived by three other children, Harry, Sarah Lawrence, and a daughter. Mrs. Esther Spier.

L. E. Clark, 45, Technicolor Aide

Hollywood, July 10.—Funeral serv- ices for Lauriston E. Clark, 45, di- rector of engineering for Technicolor, Inc., will be held Wednesday morn- ing at the Hollywood Cemetery Chapel.

The Technicolor aide died on Sun- day following an operation performed two weeks ago. The widow survives.

Services for 'Pat' Wiley

Minneapolis, July 10.—Funeral services were held at Hill mortuary for C. W. (Pat) Wiley, father of Mrs. John Beaton, wife of the Min- nesota Amusement Co. film buyer. He was with National Screen Service in Minneapolis for the last five years, and previously was with Columbia for a number of years.

Cowan Begins Coast Casting

Hollywood, July 10.—Producer Lester Cowan, who arrived here Sun- day, today began casting the "Cus- tomary Is Never Enough". The film, 12 third-dimensional features to be produced for Cinema Productions, was announced last week in New York.

Cowan, who will produce the film alone, using a polaroid method requiring a viewing device, expects to remain here a week. He revealed that Robert Dowling has been added to the production staff.

Cowan said, "We believe the pub- lic is ready for entertainment, and this polaroid method, worked out for and used with extraordinary results conferred with the Supreme Court, if audience response is as we expect, it may be necessary to invite three or four independent producers to make pictures for us to meet the de- mand. Working as I am in close re- lationship with these men whose in- terests and policies dovetail so per- fectly, I am confident we will come up with especially showmanlike product."

Until now, viewers used on novelty shorts years ago, the polaroid glasses we will provide our film viewers, are answer, in fact, can be used for sun-glasses, when reversed, for general wear."

Maas Returns with Japan Film Terms

Irving Maas, Motion Picture Ex- port Association vice-president and general manager, returned here yes- terday by plane from Japan where he negotiated with the Supreme Court and Allied Powers and with Japanese govern- ment heads on distribution of U.S. films there and on remittances for 1950-51. Maas terms were approved at the next MPEA board of directors meeting. The date has not yet been set pending preparation of Maas' report.

Berger Losing the World

Minneapolis, July 10.—Lease of Berger Amusement Co. with the World, St. Paul, will not be renewed at expiration on Aug. 15. More of the company came as a surprise to Ben Berger, it is learned. New operators of the World after the Berger lease expires will be John Aborn and Webb Raudenbush. Latter is associated with A. J. Tremann in a Minneapolis buying and booking combine. The World has not pub- lished run policy, playing moveovers, repeats and second runs, as well as first-runs and special attractions.

Opens at Little Carnegie

"Her Wonderful Lil." Columbia film based on Puccini's opera "La Boheme," will have its New York premiere at the Little Carnegie The- atre on Saturday, Marta Eggert, Jan Kiepura and Janis Carter star with John Cullon and Sterling Holloway cast in supporting roles. The orchestra and chorus of the Rome Opera House is under the di- rection of M. Angelo Questa. Carmine Galleo directed and William Szekely was the associate producer.
...the producer who dares to make pictures as they’ve never been made before...

A THIRD SMASH HIT!

more punch than his “Champion”

more guts than his “Home of the Brave”
MARLON BRANDO - TERESA WRIGHT - STANLEY KRAMER'S "The Men"

Produced by STANLEY KRAMER - FRED ZINNEMANN - CARL FOREMAN - GEORGE GLASS - DIMITRI TIOMKIN - UNITEES ARTISTS

"the proper setting for a gem of a picture"

HALL IN JULY thru UA
"Riproaring . . . should hit the boxoffice jackpot everywhere."
—SHOWMEN'S TRADE REVIEW

"There should be more like this one . . . should sail a highly profitable course."
—FILM DAILY

"Handsomely mounted . . . Should mop up."
—VARIETY

"Ranks with the best of its kind, and is loaded with boxoffice potentialities."
—THE EXHIBITOR

"Rates high as adventure . . . a gripping story."
—M. P. DAILY

"Every man-jack who has read and dreamed over Robert Louis Stevenson's immortal classic should bring his doubloons to the theatre turnstiles . . . A sure winner."
—BOXOFFICE

"Goes without saying that wherever there is a boy or adult familiar with this famous adventure story, he will beat a path to the nearest theatre."
—M. P. HERALD

"All ages are in for a screen treat."
—DAILY VARIETY

"Beautifully produced . . . dialog bold . . . action thrilling."
—HOLLYWOOD REPORTER

ERT NEWTON • BASIL SYDNEY
ON HASKIN • Screenplay by LAWRENCE E. WATKIN

THE MOST WANTED picture of the moment! And now there's no more waiting!

Spurred in the first 50 cities by the most fabulous tie-in "Treasure Hunt" ever imagined! . . . Thousands upon thousands of dollars in merchandise prizes, with big newspapers, radio stations and department stores participating!

Backed by a national ad campaign of spreads and full pages in four colors in all the big magazines, and in comic supplements of newspapers to the astronomic total of 55,027,524 CIRCULATION!
Grosses Continue Decline

Motion Picture Daily  |  Monday, July 11, 1950

Columbia Claims New Film More Economic

Hollywood, July 10.—A new type of super-sensitized film for use where the light level will not permit photography with standard stock, has been developed at General Rackette, a technical executive at Columbia. The process is said to require from one-third to one-half the normal amount of light and to lend greater speed and latitude to lensing. After film is shot at a low light level, the studio laboratory raises the level to the required standard projection and blending with the footage shot with standard film.

The opinion at Columbia is that Rackette's development is a time and budget economy measure and an artistic success as well.

TV Color

(Continued from page 1)

cy channels for color television—the channel reserved for black and white—is the proper compromise between quality of picture and quantity of television service.

Called 'Mutually Exclusive'

If a six MC channel is right, the committee went on, only three of color can be considered—that proposed by CBS, the RCA system, and the CTI method. "The three systems are mutually exclusive," it declared. "And only one of these systems must be chosen in advance of the inauguration of a public color television service."

The advisory group made no choice among the three systems. It merely listed the good and bad qualities of each, and said that this analysis provided a sound basis for a technical decision among the three systems when some top policy-making body assigns the weights to each different feature it did say, however, that "the net long-term good to the public is greatest in that system which can be expected to reach the highest pitch of performance during the next few years."

Sums Up Three

It said the CBS system has progressed furthest toward full realization of its promise. The CTI system has somewhat greater possibility of future improvement in certain respects, the report said, but "in other respects it cannot reasonably be expected to overcome certain inherent limitations imposed by the choice of scanning method." The RCA system also has "considerable opportunity for improvement within the confines of the scanning method it has previously proposed for this system," it was reported.

Grosses Continue Decline

(Continued from page 1)

weeks of the month showed better business than the first and last weeks. This year's cbp point, represented by the $10,150,000 total gross for the week in June, which registered $10,430 and $10,856 respectively, were nearly 20 per cent below the lowest figure for the first six months of 1949: $12,252, also reached during the last week in June.

In the box-office reports for 1950 to date, compared with corresponding weeks of the year before, follow:

EW 1989 Ending No. of Theatres Gross Theatre
Jan. 1-2 14 1,045,700 $14,796
Feb. 7-8 14 2,336,370 $14,271
Mar. 15-16 14 2,349,600 $16,666
Apr. 1-2 14 2,549,900 $17,956
May 6-7 14 2,291,300 $16,433
June 3-4 14 2,214,100 $15,150
July 17-18 14 2,605,800 $12,143
Aug. 7-8 14 1,796,900 $13,226
Sept. 14-15 14 2,774,300 $19,839
Oct. 28-29 14 2,174,800 $15,714
Nov. 5-6 14 2,774,800 $12,716
Dec. 12-13 14 1,757,600 $12,613
Jan. 9-10 14 1,805,600 $12,813
Feb. 6-7 14 1,887,000 $13,471
March 6-7 14 2,246,100 $15,864
April 6-7 14 1,746,100 $12,414
May 6-7 14 1,805,600 $12,813
June 6-7 14 1,746,100 $12,414
July 6-7 14 1,746,100 $12,414

Coast Filming

Down to 24

Hollywood, July 10.—The production tally dropped from 29 to 24 only two pictures starting while seven were completed.


Tax Bill

(Continued from page 1)

for reversal abroad the Senate will eventually vote on a tax bill, too, since many Senators would like to be on record on an election year, as favoring excise cuts.

Conference the Key

This means that the key group for determining what sort of tax bill passes this year will be the House-Senate Conference which must iron out differences in the two bills. It is privately reported that there is little chance to hold the conference bill up as long as possible in conference to study the international developments. If this happens, then the Conference Committee at the last minute can junk the bill.

In testimony before the Senate committee today, three business groups opposed the boost in taxes for large corporations, but took different stands on the excise question.

The Committee for Economic Development, of which MPAA president Johnstone is a member, opposed the House bill's corporate tax boosts, but declared that the excise cuts had been "very popular and went out with great care" and came well within the CED's recommendations for a $1,000,000,000 reduction in excises.

Asks Deferment

The Commerce and Industry Association, on the other hand, said that the bill's worse worse cuts would work no bill, since the excise cuts were offered at too great a sacrifice: that there was serious question whether the excise cuts have been allocated fairly, and that all action on taxes should be deferred until the world situation clarified.

The National Association of Manufacturers also opposed the bill because of the boost in corporate rates, but National Representative Charles R. Sligh, Jr., called on the committee to sweep away all current excises and replace them by a general manufacturer's excise of about five per cent.

Towler Joins Lippert

Atlanta, July 10.—Nelson Towler, former branch manager for Eagle-Lion, has been appointed local branch manager for Lippert Productions.
Circulating ‘Model’ Ordinance to Help Cities Collect Any Federal Excise Cut

Nashville, July 11.—The Tennessee Municipal League has mailed to 168 cities and towns in the state a model ordinance providing for the imposition of an admission tax on theatre and other amusement tickets if and when the Federal tax is removed. It is recommended that this ordinance call for a levy on whatever portion of the 20 per cent tax now in effect that Congress may remove, according to Herbert Bingham, secretary of the League. He also recommends that counties pass the same act in order “to prevent operators of theatres in unincorporated areas from competing unfairly with those cities where the tax is collected.”

Bingham estimated that the 20 per cent U. S. admission tax has been returning about $3,500,000 annually from Tennessee theatres and other amusements.

The 1919 Tennessee legislature passed a law permitting cities, towns and counties to take advantage of any Federal tax cut.

Film and TV Craftsmen in First Merger of Interests

First merger of the interests of motion picture and television craftsmen will take place in September when the Screen Directors Guild in the East and the Radio and Television Directors Guild stage a joint forum in New York “to celebrate television’s coming of age, to salute New York as America’s video production center and to acquaint the general public with the techniques of producing both motion pictures and television shows.”

A joint statement issued yesterday by Lester O’Keefe, national president of the KTDG, and Jack Glenn, president of SDG, pointed out the need for a closer unity among craftsmen in the two fields.

“The time has come,” the statement said, “to re-examine the whole broad structure of motion picture and television production and distribution.”

Crowe Again Head Of Kentucky ATO

LOUISVILLE, July 11.—Guthrie F. Crowe of LaRue County has been elected president of the Kentucky Association of Theatre Owners. Other officers elected by the directors were: Charles R. Mitchell, Barbourville Amusement Co., Barbourville, vice-president; Nell G. Borden, Louisville, secretary; Clifford R. Buechel, Mary Anderson Theatre, Louisville, treasurer; Henry J. Stites, Louisville, general counsel.

Elected directors for the ensuing two years from nine Congressional districts, with two directors at large were: First district, Ned Green, Legon Theatre, Mayfield; second district, I. W. Ormsby, president; third district, I. W. Grimes, vice-president; fourth district, I. W. Givens, vice-president; fifth district, I. W. Clay, treasurer; sixth district, I. W. Johnson, secretary; seventh district, I. W. Williams, general counsel; eighth district, I. W. Thompson, general counsel; ninth district, I. W. Smith, general counsel.

SOLON CALLS FOR FILM AID IN EMERGENCY

Says Films Can Tell World America’s Story

WASHINGTON, July 11.—Senator William Benton (D., Conn.), today urged that “the creative genius of our motion picture industry” be mobilized immediately “in this supreme crisis” to help get the American story across abroad.

Taking the Senate floor in support of a vastly expanded government information program overseas, Benton noted that Samuel Goldwyn, on his recent return from Europe, had called on the Senate to send $1,000,000 to $2,000,000 to combat Russian lies.

Perhaps if he is asked, Mr. Goldwyn will undertake to produce a documentary motion picture, presenting the true facts about the North Korean

KOREAN WAR SCARES FILM FINANCERS; GOLDSMITH DEAL OFF

Raising capital for independent production has become even more difficult as a result of the hostilities in Korea, independent producer I. G. Goldsmith, here from the Coast, stated yesterday. He said his negotiations with a private Eastern group looking to establish a production fund of $2,000,000 has fallen through for the present because the potential backers have become decidedly more cautious insofar as films are concerned.

Goldsmith added he does not anticipate any difficulty in financing by other sources, however.

The producer of “Three Husbands” and “The Dungeon,” both slated for release by United Artists, will leave here next week for a brief visit in London.

BRIEF STOCK TRADING QUIET, SEC REPORTS

WASHINGTON, July 11.—Trading by brokers and directors in film company stocks was very quiet during May, according to the latest report of the Securities and Exchange Commission. Harry A. Warner, Warner Bros. chairman, and Paul H. Whelan, Warner Bros. vice-president, are the two Warner common, totaling 2,900 shares. These dropped his holdings to

BRITISH LION NETS $27,419 FOR 1949

LONDON, July 11.—British Lion Pictures today reported a net profit of £9,790 for the fiscal year ended in March, 1949. The company’s report stated that “experience shows that last year’s (Continued on page 5)
Grosses’ Decline in Video-less Europe Equals US Lag: Brody

HOLLYWOOD, July 11—Steve Brody, Monogram-Allied Artists president, who recently returned from a business tour of Europe, said today gross reces-
sions in European countries which have no television so closely parallel American box-office declines as to in-
dicate the industry here has over-estim-
ated the effect of video.

Observing that grosses are down 20
per cent in Germany, 15 per cent in
France and 12 per cent in England, Brody said the general causes, not-
ably the public’s expenditures for artif-
cials, which are now available, are more directly ac-
countable for the drop-off than any
competitive entertainment.

Key to success in meeting current market conditions domestically, Brody said, is choosing the proper subject for timely appeal, producing them with the right players at a cost which will leave both exhibitor and producer room for profit, and exploiting them explicitly.

Brody said the English-made film
“Dancing Years,” which will be road-
shown via the Monogram subsidiary, Strattford Pictures, may duplicate “Red Shoes” business in the American market.

Pollard Promoted to UA Manager in L.A.

W. B. Pollard, formerly office
manager of United Artists’ Los An-
geles branch, has been promoted to
branch manager of that exchange and
producer W. E. Callaway, U.A.’s West Coast
district manager.

Pollard replaces J. J. O’Loughlin,
who was recently shifted to the Mid-
west district as district manager, re-
bleshooting Randolph, who is on
sick leave.

Cabinet to Promote 20th’s ‘No Way Out’

Assemblage of a “cabinet” of out-
side public relations experts to devo-
t their efforts exclusively to Darryl F.
Zanuck’s production of “No Way Out,” was announced here yesterday by
20th-Century-Fox.

They are in conjunction with both office advertising, publicity and exploitation department heads, and were engaged to handle individual aspects of the picture.

Members of the “cabinet” include
Malcolm Ross, former chairman of
the President’s Fair Employment Practice Commission; Billy Rowe, Negro journalist and associate of Joe
Louis, and Ed Harrison, independent
publicity consultant. They will join forces with publicity manager David
Golding, exploitation manager Rodney
Stahl, advertising manager Jonas
Rosenfeld, and promotion manager
Stirling Silliphant.

U’ Vet of Two Wars Offers Self Again

BOSTON, July 11—Lt. Col. Richard
W. Sears, Ret., a veteran of World
Wars I and II, has again offered his
services to the U.S. Army Signal
Corps, Associated with the Universal
branch here, Sears offered his services the day South Korea was invaded by
Communist forces.

The Chief Signal Officer has in-
formed Sears he will be called if
needed. A cameraman, Sears had been
in the Officers Reserve Corps continu-
ously for 31 years up to the time of
his retirement as an honorary member of the AUS.

Arnall and Johnston To London July 16

Ellis Arnall, president of the Socie-
ty of Independent Motion Picture Pro-
ducers, said here yesterday he is to
leave for London on plane July 16 to
resume negotiations of a new trade
agreement with the British Film and
Television Council to be held at meet-
ings set to commence on July 18.

Eric A. Johnston, president of the
Picture Association of America,
also is known to plan leaving for
the British sessions on July 16, ac-
teamed by Joyce O’Hara, his as-
sistant.

James Mulvany, president of Samuel
Cohn’s own Son of America Pro-
deries, has accepted an invitation to
join in the meetings. His present business here is progressing and he may not be able to break away.

Trive Cites 20th-Fox For ‘Broken Arrow’

WHITE RIVER, Ariz., July 11—In-
dians of the White Mountain Apache
Tribe have cited 20th-Century-Fox for
“inaccurate and forcible” telling
the story of the Apache Indians in
Arizona in the early struggle of the
settlers of the Southwest’s” in its
film, “Broken Arrow.”

The citation was read as tribal heads of the White Mountain-Apache with a shield bearing the tribe’s peace sym-
bol, a broken arrow.

Theatre Ceiling Falls

RICHMOND, July 11—Seventeen of
200 patrons were injured, two seri-
ously, this afternoon when the ceiling of
the Park Theatre, a downtown ac-
temple, fell, M. Ives, man-
ger of the Fabian, Wilmer and Ven-
cent circuit theatre, said the cause had not been determined at a late hour today.

She’s a gal for long engagements...

She’ll pay off for you if you handle her right!

Motion Picture Daily July 12, 1950

Page 2

Personal Mention

HUGH OWEN, Paramount Eastern
and Southern sales manager, and
Joseph A. Walsh, branch op-
erations manager, left here yesterday for
Philadelphia, Pittsburgh and Wash-
ington.

LEONARD W. BROCKINGTON, new
president of Odeon Theatres of Can-
a, Limited, has returned to Toronto
offices today at the California The-
ater, Markon, since his elevation to the chief executive po-

tion in Rank’s Canadian company.

EDDIE CANTOR and MRS. CANTOR;
Larry Parks and his wife, Betty
Garrett are among passengers arri-
ing here today from Europe on the S.
A. America.

JACK LIVINGSTON, advertising-pub-
icity executive for Universal-Inter-
national’s special films division, will
be in Philadelphia today from here.

LOU J. KAUFMAN, Warner Theatre
executive, will leave here today for
Cleveland.

Kathy Kerr of Teddy Pictures, Inc.,
is leaving today for Puerto Rico on
business.

Cal. Theatres Assn. Elects Directors

SAN FRANCISCO, July 11—Elected
directors today at the California The-
aters Association’s annual meeting were
Boyd Sparrow, Locco’s Warfield;
Graham Kisslingbury, North Coast
Theatres; Thomas Thomas, Los An-
geles-California; Harry Franklin, Goldberg
Theatres; Roy Cooper, Golden State;
George Marvin, Nasser Bros.; Abe
Blumenfeld, Blumenfeld Theatres; L.
S. Hamm, West Side Theatres; Carol
Nathan, Baron and Nathan; Jerry
Zigmund, United-Paramount; Spencer
Leve, Fox West Coast and Lee Dible,
Embassy Theatre.

Officers will be elected at the first
general meeting of the new board next
Tuesday.

B. G. De Sylva, 55, Production
Executive

HOLLYWOOD, July 11—B. G. De Sylva, 55, former production head of
Paramount, died today at the Hol-
lywood Presbyterian Hospital of a heart
ailment. He had been in ill health since suffering a heart attack nearly
five years ago.

In addition to holding various ex-
ceutive production posts, De Sylva
was for years a noted songwriter.

Munilla Is 20th-Fox Panama Manager

Ismael Munilla, formerly 20th Cen-
tury-Fox assistant manager at Panama
and more recently with the company in Argentina, has been appointed man-
ger in Panama, by Murray Nutt-
stone, president of 20th-Century-Fox
International. Munilla succeeds the late Ettie McMains.

Newsreel Parade

NED’S from Korea on the Win-
blemount fall/winter matches head cur-
rent newcart items. Other stories range from human interest to sports, courtesy of
MovieTone News.

NEW YORK: NEWS, May 16—News
flashes from the Korean front. Sports:
National Football League.

NEWS OF THE DAY, May 28—Korean
films, Miss Chinatown, Engle’s Queen’s
Waltz. A drama.

PARAMOUNT NEWS, May 15—United
States sweeps Wimbledon court. Fair

TELENEWS DIGEST, No. 28—Action
President. Work on S. Fresh. Illinois train wreck kills nine.

UNIVERSAL NEWS, May 28—Korean
invasion is no threat. New York: B. A.
Pittsburgh, Los Angeles. Theatres in
Wimbledon tennis matches.

WARNER NEWS, May 15—Korean
war. Youngsters get first haircut:
RPP stylizes spectacular air show. Budge
Patty wins Wimbledon crown.

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RICHMOND, July 11—Seventeen of
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the Park Theatre, a downtown ac-
100
GOLD-GETTING SUMMER SHOW!
Yes, it's just one Big M-G-M hit after another!

Imagine! Tops "Battleground" and "Annie Get Your Gun" in Memphis opening! Tops "Father Of The Bride" at Little Rock, Ark. opening. Toledo is a few dollars behind "On The Town" New Year's opening. And those are typical of the darling "Duchess". She's just what the public wants!

IT PRETTY WITH M-G-M's SUMMER SHOWS!

"Annie Get Your Gun"—The Big Money Show!
"Stars In My Crown"—Swell Everywhere!
"Next Voice You Hear..."—BIG At Music Hall!

JUNE
"The Asphalt Jungle"
"Father Of The Bride"
"The Skipper Surprised His Wife"

JULY
"Crisis"
"Duchess Of Idaho"
"The Happy Years"
"Mystery Street"

AUGUST
"Three Little Words"
"The Miniver Story"
"A Lady Without Passport"

M-G-M's TECHNICOLOR MUSICAL OF SUN VALLEY SPLENDOR!
"DuchESS OF IDAHO"

STARRING
ESTHER WILLIAMS
VAN JOHNSON
JOHN LUND
with
PAULA RAYMOND
CONNIE HAINES - CLINTON SUNDBERG
And Guest Stars
LENA HORNE - ELEANOR POWELL

A ROBERT Z. LEONARD PRODUCTION
Color by TECHNICOLOR
Written by Dorothy Cooper and Jerry Davis
Directed by ROBERT Z. LEONARD
Produced by JOE PASTERNAK
A METRO-GOLDWYN-MAYER PICTURE

OPTIMISM

(If it's too late to fight for complete 20% tax repeal! Write your Senators TODAY!)
Okay Disney Films in Japan

A pact for the distribution of American-made pictures by a Nipponese company in Japan was signed yesterday by Roy O. Disney, president of Walt Disney Productions, and Morton E. Feith, representing the Daiei Motion Picture Co. of Tokyo. It calls for the distribution, in its initial phase, of two Disney features and 24 short subjects to the 650 film theatres in Japan serviced by Daiei. The latter closed last week to distribute six Goldwyn productions in Japan. Before the war, American film companies always had their own representatives in Tokyo and other cities of Nippon.

Precedent Established

Licenses implementing the deal also establish another precedent in producer-distributor relations in the islands, being the first sanctions by General MacArthur's Headquarters for the showing of independent producers' films in Japan since the instance of Circular No. 8, dated April 8, 1950.

First of the Disney product to be handled by Daiei is "Snow White and the Seven Dwarfs," which will be roadshow beginning in September. "Song of the South" is being considered as the second feature release.

TAXES

... a claim against your estate

Today's handling of your properties will save or cost you many dollars when your estate is finally settled. For taxes—both federal and state—have become a major factor in the distribution of your holdings.

To keep you abreast of important tax legislation, Bank of America's Trust Department has prepared a booklet, "Taxes... A Claim Against Your Estate." We'd like you to have a copy, without cost or obligation, of course. Just stop in at any Bank of America branch; or write the Trust Department, 660 South Spring Street, Los Angeles. Do it today... while you're thinking about it.

Review

"Union Station"

(Paramount)

The dragnet cautiously drawn around the abductor of a blind girl is the basis of a story which is developed with enough ingenuity to fit "Union Station" comfortably among routine melodrama class. William Holden, Nancy Olson and Barry Fitzgerald are the principals.

Film is generously endowed with action and suspense along with humorous innuendos. The climactic chase in a winding tunnel beneath the terminal of the title looks like it was borrowed from an episode in "Third Man" but the idea has yet to be overworked and is put to good use.

The action takes place largely in Union Station in a city unidentified, where Holden is on duty as head of the private detective force. He and Fitzgerald, inspector with the city's police department, are led by the abductor, Lyle Bettger, and his accomplices before they harm their victim. Miss Olson appears as secretary to the blind girl's father, learns the identity of the kidnappers andextracts from the police in a logical fashion the information held by the abductor. Holden gets on Bettger's trail, pursues him through the terminal tunnel and in a blazing-pistol fashion accomplishes his mission.

The blind girl is played by Allone Roberts. Other performers in the Jules Schermer production include Jan Sterling, Herbert Heyes, Don Dunning, Fred Graff and James Seay. Sydney Bodoin did the screenplay and Rudolph Mate directed.

Running time, 80 minutes. General audience classification. September release.

New York Income

(Continued from page 1)

There is growing confusion that needs clearing up at once. The problem is the result of certain facts being lost in a new era of low-budget production and are faced with the necessity of keeping as high without the large amounts of money which the movies have. This feel can be achieved, especially if we take the responsibility for creativity and show them the inner workings of our profession. Our first joint forum we believe will contribute toward this end.

"We are in an era in which the advertiser and not the audience will pay for the bulk of our visual entertainment and information."

Crowe Reelected

(Continued from page 1)


In a newly created post of second vice-president, C. K. (Buddy) Arnold of the Arco and Melody Theatres, Bardstown, was elected.

Geoffrey Hewelcke, 46

OTTAWA, July 11—Geoffrey Hewelcke, 46, formerly a scenario writer and newspaper reviewer with National Film Board of Canada, died suddenly here while being taken to a hospital following a heart attack. He is survived by the widow and two children.

Harry Hayes, Salesman

Harry Hayes, one of United Artists' Midwest salesmen, operating out of Indianapolis exchange, died on July 15 of a heart attack, the company disclosed here yesterday.

Film, TV Craftsmen

(Continued from page 1)

Just what the doctor ordered! Repeal that 20% tax! Write, wire, talk to your Senators NOW! Hurry!

Calls For Aid

(Continued from page 1)

aggression, to be shown not only in the world's commercial theatres but to organized groups in every accessible community by projection trucks to every accessible village square in the world," the Connecticut Demo-

Circus, and with the slimy "Men" likely to open on July 20. "White Tower" is more than adequate, for the second week and hold at the Author at least, with "The Men" likely to open on July 20. "White Tower" is more than adequate, for the second week, and hold at the Author in the first week at the Capitol with a take of about $54,000, which is healthy. The second weekend of releases, "Matinee on the Bounty" and "Day at the Races," is clicking nicely with an estimated $24,000 apparent for the first week.

"Next Voice You Hear..." with a stage presentation on the Fourth of July theme, is holding up in good fashion at the Music Hall, where $13,500 is in view for the second week, and will hold through the fourth at least, with "The Men" likely to open on July 20. "White Tower" is more than adequate, for the second week, and hold at the Author in the first week at the Capitola.

"The Lawless" promises about $5,000, and will third and final week at the Author. The house will close to-night for an extensive alteration job and will reopen on Aug. 2 with "Edge of Doom." "Three Men" is featured at $6,000 in its 23rd week at the Victoria.

"Amiee Got Your Gun" is good enough at the State, where an estimated $14,000 is in prospect for the eighth week. After the Rivoli, "If This Be Sin" might reach $7,500 in a slow second week. "Rocking Horse Winner" is down to about $4,500 in a mild fifth week at the Park Avenue, "The Red Shoes" is featured at $4,500, which is fair business, for the 90th week of its unusually long run at the Bijou.

Bank of America

NATIONAL BANK

Member Federal Deposit Insurance Corporation

Motion Picture Daily

Wednesday, July 12, 1950

'Going My Way' to Be Re-Released in Oct.

Paramount has set October for the re-release of Bing Crosby's "Going My Way," first released in Feb., 1941. A trade screening was held yesterday at the Plaza Theatre here. Barry Fitzgerald is starred with Crosby.

In a review of the production, appearing in the issue of Feb. 21, Motion Picture Daily said:

"This is new material for the screen, fresh as the untried, always fresh. in the presentation given it by producer-director Leo Mc-

Carey, crisp new merchandise of the customers of all theatres. ... Crosby's performance is masterly" and Fitzgerald's "richness and feeling." Running time, 125 minutes.
**Review**

**“711 Ocean Drive”**

*Columbia*

Underworld forces behind large book-making organizations are given a thorough airing in “711 Ocean Drive.” Considerable publicity has accrued to the picture in the light of the reported fact that unsavory elements had attempted to block the making of this Frank N. Seltzer production. The story runs pretty much in the fashion of a standard melodrama, but it is set off against what others by an array of backgrounds (including took place in the actual locales named in the story), and an earnest effort to expose gambling evils. The mixture of fiction and social seriousness should prove a diverting one to patrons.

Edmund O’Brien plays the lead as a pleasant and ambitious young man who works as a repairman for the telephone company. Eager to make more money, he decides to go to work for a “bookie” organization. With his background in electronics and telephony, O’Brien is able to devise a cunning system for furnishing bookies with track information. He progresses steadily, and through a combination of craftiness and daring becomes the head of a large branch of a bookie outfit. In the meantime, however, he becomes embroiled in a multitude of underworld evils. At first O’Brien becomes attracted to Dorothy Patrick, a pretty secretary, but soon he abandons her after he meets Joanne, wife of Donald Porter, an underworld lieutenant of Otto Kruger, who bosses the overall bookie empire. O’Brien arranges the death of Porter and thereafter it becomes a grim game in which he is hunted by both the police and the underworld.


**Review by**

MABEL HERBSTMAN

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**Film Stock Trading**

(Continued from page 1)

284,250 shares in his own name and 16,000 in trust accounts. Columbia president Harry Cohn gave away 3,000 shares of his firm’s stock, leaving him 149,453 shares of common and 400 shares of preferred. A. Schneider gave away 816 common shares, and now holds 5,726 shares and options for another 12,500. Harry Brandt, bought 1,000 shares of Trans Lux Corp. common, boosting his holdings to 98,118 shares. His wife owns another 17,100, and he owns 750 shares through Broadway, Inc., 1,400 shares through Harday, Inc., and 22,000 through the Harry Brandt Foundation. Jay Elman bought 600 shares of Trans Lux common, and now owns 9,600 shares. Frances J. O’Hara, Jr., and A. Dee Simpson notified the Commission they owned no RKO stock when they became directors of the company on June 2 and March 1, respectively. Edward L. Hyman said he had no stock in United Paramount Theatres, Inc., when he became an officer on May 5, while Robert M. Weitman said he owned 33 shares when he became a UPT officer on May 4.

**Compco Meets**

(Continued from page 1)

by Sam Pinanski, is expected to go into session within the next week. Other COMPO committees have held their initial meetings. They are committees on program and planning, and on personnel.

**British Lion’s Net**

(Continued from page 1)

provisional estimate for loss of films and films advances of £1,388,975 may be inadequate. The further loss may be £400,000.” The report added that early prospects indicate that the company will make a profit on the films made since March 31, 1949.

Current liabilities include £1,494,887 to banks’ overdrafts and £5,035,284 owed to others. British Lion previously was reported to have received £3,000,000 in advances from the government’s Film Finance Corp. The annual meeting will be held Aug. 2 when action will be taken on a resolution calling for an increase in the capital of the company from £250,500 to £2,180,500 by creation of 5,000,000 ordinary shares of one shilling each.

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**Star to Tour 13 Key Cities**

Burt Lancaster is scheduled to make a personal appearance tour of 13 key cities in conjunction with openings of “The Flame and the Arrow,” a Norma FR Technicolor production which Warner Bros. is distributing, beginning July 17 in Chicago. Lancaster stars in the film with Virginia Mayo. He will be accompanied on his tour by Nick Cravat, his father-in-law and partner, who also appears in the film.

Mort Blumenstock, Warner advertising and publicity chief, has set up a series of press and radio interviews in each city to get top publicity coverage for the tour.

Theatres and cities where Lancaster is scheduled to appear are: Chicago Theatre, Chicago; Hippodrome, Cleveland; Stanley, Pittsburgh; Albee, Cincinnati; Warner and Ambassador, Washington; Stanley, Baltimore; Strand, Albany; Paramount, Buffalo; Metropolitan, Boston; Roger Sherman, New Haven; Michigan, Detroit; Paramount, Kansas City; Warner, Oklahoma City.

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**12c TV Fund Dividend**

Chicago, July 11—Directors of Television Fund, Inc., have declared a dividend of 12 cents a share on the capital stock payable July 31 to holders of record on July 20. A similar amount was paid in the preceding quarters.
Let's turn every handicap into a CHALLENGE! 
Let's roll up our sleeves and use the tools of Showmanship... to prove that Motion Pictures are the finest entertainment... that the motion picture theatre is a community asset... that the men who made SHOWMANSHIP a modern form of merchandising... KNOW how to use it!

Get on the Bandwagon! Start making some NOISE! Use your Newspaper... the radio... television... your screen, lobby and theatre front... to excite your patrons... and lure some new ones!

Unless you TELL them... no one will know... that MOVIES ARE BETTER THAN EVER!
Senate Group Halts Action On Tax Bill

Snyder Makes Request Based on Emergency

WASHINGTON, July 12—The Administration today flashed the long-expected red light on the pending tax bill.

Secretary of the Treasury Snyder asked Senate Finance Committee Chairman George to take no further action on the bill, which would cut the additional-tax and other excises by about $1 billion a year, unless and until the international situation materially improves.

George immediately agreed to hold up any further action on the bill for the time being.

While today's developments did not completely kill the tax bill and the industry's hopes for a tax relief, observers felt that the bill's hold on life is now only by the thinnest thread. They pointed out that no one expects the world situation to improve for many months, if that, in any event.

(Continued on page 4)

Aid in War Crisis Pledged by Goldwyn

WASHINGTON, July 12—Independent producer Samuel Goldwyn today pledged the film industry's support to the government in the current international crisis.

Yesterday, on the Senate floor, Senator William Benton urged the government to make full use of the film industry as part of an expanded government overseas information effort, and cited the remarks Goldwyn had made.

(Continued on page 4)

Ferber Named UATC Comptroller, Also

Henry Ferber, comptroller for Metropolitan Playhouses here since 1948, has been named to the additional post of comptroller for United Artists Theatre Circuit, with which Metropolitan is closely linked.

Meanwhile, the presidency of UATC, vacated by the resignation of Joseph M. Schenck, is continuing open pending a board meeting to elect a successor. George Skouras is regarded as a likely candidate but according to UATC directors here, this is not certain. The board session has yet to be set.

(Continued on page 4)

McNutt Heads Reorganized UA

Schenck's Stay At 20th Gets US Okay

Washington, July 12.—The Justice Department has approved Joseph M. Schenck's decision to trust his stock in United Artists Theatre circuit and to remain in an executive capacity with 20th Century-Fox, it was learned today.

Schenck assured the Department that he would not himself with 20th-Fox to produce any films or have anything to do with distribution or exhibition. On this understanding, it was reported, the Department told Schenck his decision to resign from UATC this Saturday met the requirements originally laid down by the government.

McNamee President As Pickford, Chaplin Sell 90% of Their Shares

HOLLYWOOD, July 12.—A syndicate of Eastern capitalists headed by Paul V. McNutt, head of the War Manpower Commission during the last war, obtained control of United Artists by purchasing 90 per cent of the stock held by Charles Chaplin and Mary Pickford, William Gooding, a Chaplin spokesman, said today after an announcement issued by McNutt in the East reached Hollywood.

The treasury-held stock, for which other offers have been reported under consideration, remains intact. McNutt, secretary under the reorganized setup, stated.

Gooding said that Chaplin and Miss Pickford, each of whom had owned 4,000 shares in the company, each sold 3,600 shares to the McNutt group, thus retaining 400 each. Both Kravetz and Gooding declined to reveal.

(Continued on page 5)

Compo Member Unit To Nominate Others

Comprehensive list of groups eligible for membership in the Council of Motion Picture Organizations will be prepared by Robert J. O'Donnell, Edward Lachman, Herman Robbins and Charles E. (Chick) Lewis with the nominations requiring unanimous ratification by the COMPO executive board.

This was decided yesterday at a meeting of the COMPO membership committee of which O'Donnell is chairman. The committee members will discuss with various industry groups how they could be of maximum.

(Continued on page 4)

Warners Open Sales Meet In Los Angeles Today

Fritz Berg Resigns Warner Brazil Post

Los Angeles, July 12—Ben Kalmensong, Warner Bros. vice-president in charge of distribution, opens a three-day sales meeting attended by the company's top line executives from all over the United States and Canada, at the Ambassador Hotel here tomorrow. Meetings are intended to set up long range policy plans for every phase of the company's future operations.

Highlight of today's sessions will be the presentation of the forthcoming Warner product by Jack L. Warner, executive producer. The meeting will

(Continued on page 5)

Philadelphia Ticket Tax Take Down 11%

PHILADELPHIA, July 12.—An 11 per cent drop in city amusement tax receipts for the first six months of 1950 was reported here by the receiver of taxes despite a 13 per cent increase in city wage and income tax receipts. The 10 per cent city tax on admissions netted $1,762,836 for first half of 1950, as compared with $1,918,500 for the comparable six months last year.

(Continued on page 5)
Say Jap Terms 30% Higher

WASHINGTON, July 12.—Terms of the new Japanese renegotiation agreement call for an increase of 30 per cent over last year. The increase over last year's $1,600,000 would bring the figure up to $2,300,000.

AN Interim agreement will be presented to the Motion Picture Export Association board of directors for approval here Friday by Irving Mann, vice-president and general manager, who returned from Japan on Monday.

Mann declined to comment on the reported terms until after Friday's meeting.

Court Allows New House to Crescent

NASHVILLE, July 12.—The U. S. District Court has authorized Crescent Amusement Co. to construct a theatre here. A protective mortgage on the property of Crescent, attached in Nashville, on condition that construction begin within 60 days. The time limit is imposed in view of a temporary restraining order by the U. S. Department of Justice that Crescent has purchased sites and announced plans for theatres in certain situations to prevent competitors from entering the field and then delaying construction. A Federal court hearing on these charges is expected in September.

Para. Sets Contest Tie-in with ‘Furies’

Nation-wide contest for the public to be conducted through theatres in conjunction with the July 21 premiere of “The Furies” in Tucson has been set by Paramount. Contestants are to complete the sentence, “I would like to spend my vacation at the Furies ranch because...”

Paid vacations in Tucson will be awarded the winners in addition to managers of the theatres they attend.

ELC Korean Feature To Open at Embassy

“Death of a Dream,” the Eagle Lion Classic for which the studio is dealing with the present crisis in Korea, will have its premiere at the Embassy Theatre here on Tuesday.

Quentin Reynolds, who wrote and narrated the film, will officiate at a special screening to be held tonight at Tooles-Sharon’s restaurant.

Maltney Staying Home

Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, disclosed here yesterday that because of the pressing nature of his other business here James Maltney, president of Samuel Goldwyn Productions, will be unable to join in the forthcoming trip to Hollywood with the British Government. “I cannot pay sufficient tribute to Mr. Maltney for his part in the negotiations to date,” said Arnall.

Personal Mention

WILLIAM C. MACMILLEN, Eagle Lion Classics president, returned here yesterday from a six-day trip to Paris.

MAURICE N. WOLF, assistant to H. M. Rich, an exhibitor relations head, will speak before the Kiwanis Club of New York at the Warwick Hotel on Aug. 2.

ANTHONY PROCCACCIA, operator of the Pike Drive-In Theatre at Newington, Conn., and Mrs. Proccaccia are the parents of a baby girl.

ROSS HARRETT, manager of the Coney Island Theatre, Willimantic, Conn., has been a patient at the Hartford Hospital, Hartford.

TED R. GAMBLE, head of Gamble Enterprises, will leave here today for the Coast.

A. J. O’KEEFE, Universal-International assistant general sales manager, will leave here today for Philadelphia.

S. M. GOLDWYN was the guest of Mary Goldwyn on ABC program here yesterday.

E. C. GRANGER, Shea circuit president, left here yesterday for Ohio and will return early next week.

CHARLES C. MOSKOWITZ, Loew’s vice-president and treasurer, will leave here today for the Coast.

Mexico Studio Union Postpones Strike

MEXICO CITY, July 12.—Strike action by studio workers organized in the National Cinematographic Industry Workers Union (STIC), originally set for July 1, has been postponed until Friday. Mexico’s four studios are threatened with a shut-down unless an agreement on the union’s demands for a 50 per cent wage raise and a 30-hour week is reached.

Studio operators do not share the Labor Ministry’s optimism that negotiations will avert a strike, claiming they cannot meet the demands and stay in business.

‘Louisa Day’ at Coney

Wednesday, July 26, has been designated as “Louisa Day” at Coney Island by the Coney Island Chamber of Commerce in honor of the forthcoming Universal-International “Louisa.” Star Charles Coburn’s personal appearance is contemplated.

Legion Reviews 9; Classes Two As ‘B’

Nine additional films have been reviewed by the National Legion of Decency, with two receiving a “B” rating. In that category are Distinguished Films’ “Revenge” and United Artists’ “Three Husbands.”

In Class A-1 are Republic’s “The Arizona Cowboy” and “Trigger, Jr.,” Columbia’s “The Purple Hills,” 20th Century-Fox’s “Broken Arrow,” and RKO’s “Treasure Island.” In Class A-11 are M-G-M’s “A Lady Without Passport” and Universal-International’s “Madness of the Heart.”

A. Scott to ECA Post

WASHINGTON, July 12.—Albert Scott, a State Department foreign service officer on loan to the Economic Cooperation Administration, has been named head of ECA’s information media guaranty program.

Scott succeeds Sydney L. Mellen, who has been named first secretary of the U. S. Embassy at Rome.

Cuban First Runs Permitted Only in Stage Show Houses

WASHINGTON, July 12.—A new Cuban government regulation attempts to limit first-run pictures to those Havana theatres which offer stage shows, according to a report by Commerce Department film chief Nathan D. Golden.

Golden says the decree excludes the application of an existing tax on theatre admissions to all feature film showings which, upon their release in Cuba, have been shown in the U.S. with a stage show for a full week in a first-run theatre in Havana.

Only five theatres have been presented stage shows, the Commerce Department report declares, while releasers have averaged seven or eight a week. Neighborhood theatres now must either use a stage show if they want to present first-run features, pay the tax, or present second-run features.

‘Treasure Hunt’ Tied To ‘Treasure Island’

Plans for a national ‘treasure hunt’ tied in with Walt Disney’s “Treasure Island,” are announced here by Terry Turner, RKO radio program director, who says prizes will total nearly $500,000 and that the contest will bring the picture 300,000 lines of advertising.

Theatres, stores and other media in 85 key cities will participate in the promotion, which will be to coincide with the film’s release, according to RKO Radio. Keys distributed to sponsors will be used to open a “treasure chest,” with winners appearing at the theatre to collect prizes donated by merchants participating in the plan.

Coast Services Today For B. G. DeSylva

HOLLYWOOD, July 12.—Funeral services for B. G. DeSylva, former screen and stage producer and best-selling songwriter, who died Tuesday of a heart ailment, will be held tomorrow at the Cunningham and O’Connor Mortuary here. DeSylva, 51, a New York resident who was interned instead of floral offerings, donations be made to the American Heart Association.

J. D. McElhinney, 45

SEATTLE, July 12.—Joseph D. McElhinney, 45, former Seattle Eagle-Lion branch manager, died here following a brief illness. He was distribution representative in Singapore for 20th Century-Fox at the outbreak of World War II and was interned for 43 months at Santo Pauli, Repub-
INFORMING THE PUBLIC

“It is my earnest hope that the Kefauver Committee will be a principal weapon in this war against the underworld rats. It cannot succeed, however, unless we in Congress join together with all decent citizens and honest law enforcement officials and fight with all our might and main to win the ‘hot war’ against the forces of crime and racketeering.

“Honest motion pictures like ‘711 Ocean Drive’ can be a tremendously constructive factor in informing the public of the meaning of that ‘innocent 2 dollar bet at the candy stand.’”

Reviews

“A Lady Without Passport” (Metro-Goldwyn-Mayer)

HEDY LAMARR, in the role of a Hungarian refugee stranded in Cuba when the train entry into the U. S., is co-starred with John Hodiak in “A Lady Without Passport.” Hodiak, required to use a European accent from time to time, is cast as an ignominious American immigration officer. Lamarr, directed by John H. Lewis, appears to have satisfactory box-office possibilities by virtue of the screen names it offers. It was made with the technical advice and aid of Assistant Commissioner Raymond F. Farrell and Investigator Cecil W. Judson of the Immigration and Naturalization Service.

Howard Dimsdale’s screenplay, from a story by Lawrence Taylor, which Cyril Hume adapted, pits Hodiak against George Macready, sinister leader of the movement. The solution is not too happy about this scandalous fact but fans of “A and C” will be, for the comedians, in their own fashion, are in good form. The locale is different, but the format is pretty well the same. The action is fast and the laughs are plenty, but none, of course, of the subtle variety. In either case, the plot is zany and the camera work is unrelenting. The pictures are human in their way and not with cavorting slave girls in silken costumes. In those situations which always respond to Abbott and Costello the picture should make an especially good mark.

Abbott and Costello in the Foreign Legion

(United-International)

BUD ABBOTT and Lou Costello play a pair of seaside wrestling promoters who wind up in the Foreign Legion. The Legion is no too happy about this scandalous fact but fans of “A and C” will be, for the comedians, in their own fashion, are in good form. The locale is different, but the format is pretty well the same. The action is fast and the laughs are plenty, but none, of course, of the subtle variety. In either case, the plot is zany and the camera work is unrelenting. The pictures are human in their way and not with cavorting slave girls in silken costumes. In those situations which always respond to Abbott and Costello the picture should make an especially good mark.

Fledge Industry Aid

(Continued from page 1)

made on his return report from Eu-

to the effect that Russian propa-
ganda was getting across everywhere, with the World War II countries.

In a telegram to Benton, Goldwyn today repeated his belief that the U. S. should spend at least $1,000,000 to get the message to the Allies. He said, "You suggest that I produce a docu-

timentary film on the Korean situation," he told the Senator. "I am sure that every member of our film industry—

Benton noted that the film industry

had made a most notable contribution to the war effort and that the pro-
gram shows again the industry is pre-

pared to put its shoulder to the wheel in the dangerous and difficult crisis we now face. He called on the Depart-

At Four-billion Mark

Hollywood, July 12—Technicolor

President Herbert T. Kalmar has an-

ounced that production of Technicolor color footage has passed the two-bil-

lion mark. The first billion was pro-

duced in the 12-year period ending 1946, the second billion in the four-

year period since, he said.

half Tax Bill

(Continued from page 1)

the present Congress probably would not be in session by the time it did get better and the Administration, not too happy anyway about the recent tax cuts voted in the House bill, would not be in any hurry to call Congress back to pass the tax bill.

Despite the pessimists’ reports from Capitol Hill, COMPO tax committee chair-

man Abram P. Myers refused to abandon all hope.

"Ever since the first news from Ko-

casa, I have been sensitive to the im-

pact that situation might have on the tax bill," he said. "It is the same, then was the same as Senator George’s—"the situation is not thor-

cratic. Social Security conferences are over. I will still have hope. Just as the Ko-

casa situation came out of the blue so might some solution come suddenly. I will not write off the tax bill until Congress adjourns or until there is some authoritative statement that there will be no further action on the bill," Myers said.

George Acts for Delay

Neither the Treasury Department

nor Senator George would confirm the Administration’s request, but from statements of other key Congressmen and from the developments later in the day there was no doubt the Admini-

stration had made the request and George had agreed.

George himself announced that in-

duced by Memoir, a conference session on the tax bill immediately after the end of hearings tomorrow, as original-

ly planned, the Finance Committee would put off further action on the tax bills until the hearings were printed, which will take several days, and until Senate action is com-

pleted. Presumably, after that time, George will find other excuses for not meeting the Committee’s request to vote on the tax bill.

The Treasury request was also made to House Ways and Means Committee Chairman Doughton. However, the main attention was focused on George, since the tax bill is now in the Senate.

See Veto Certain

Even should the Senators decide to go ahead with the tax bill now, the Treasury’s stand today makes a veto virtually certain, unless the world situ-

ation improves.

If the international situation con-

tinues to worsen, it is likely the Ad-

ministration will make some request for higher taxes.

BANKING FOR THE MOTION PICTURE INDUSTRY

BANKERS TRUST COMPANY

NEW YORK

WINER FEDERAL DEPOSIT INSURANCE CORPORATION
McNutt Heads

(Continued from page 1)

the amount paid for the Chaplin-Pickford holdings.

Frank L. McNamee of Philadelphia, who was deputy commissioner of the WMC under McNutt, became commission-er of UA. Miss McNutt will serve as vice-president and Kravetz, a Los Angeles attorney, is secre-tary, according to details of the reorganization announced by McNutt today. Chaplin was of-fered the new position but Pickford's but declined "due to other interests," it was said.

McNutt will be chairman of the board, and has been designated trustee for the unidentified new stockholders. Kravetz said he had been working 10 months on the deal which was finalized last night by McNutt, who had arrived here Sunday morning, and privately with Chaplin and Miss Pickford Sunday, Monday and Tuesday, and flew to Chicago Tuesday night, where he boarded a train for New York. He arrived here Tuesday morning and went to the Eastern press from aboard the train.

Kravetz said the McNutt syndicate is composed entirely of "Wall Street friends of McNutt," with no Los Angeles people included, and that "the syndicate represents unlimited backing for UA."

Kravetz, who described the McNutt negotiations as "the industry's best kept secret" declared to state whether the new regime intends to alter UA policy to undertake its own produc-tion, or to answer other questions regarding future operations, stating that McNutt is the only person au-thorized to discuss the matter.

Vitalis Chalif and Arthur W. Kel-ly, here as representatives of the board of directors to negotiate a sale of 50 per cent of the company stock, held by the UA treasury, had only last month left for New York with Chaplin and Miss Pickford regarding terms offered by Joseph Justman and Harry

Poggin.

In turn, Miss Pickford and Chaplin are said to have come up with their own plan and closed with McNutt without advising Chalif and Kelly, who are here, or the UA management and other board members in New York.

Gradwell L. Sears, UA president until last night, was not mentioned in McNutt's announcement. Sears is convalescing from a recent heart at-tack in New York Hospital. He holds a very favorable employment contract with UA which runs to the end of 1951, and the conjecture here is that if the new management, rather than buy it up, would prefer to keep Sears as head of distribution, particularly in view of the fact that the new management does not include a recognized executive distribution figure.

There was no indication what new money may have been put into the company. Miss Pickford and Chaplin privately have valued their individual stock holdings in the company at $2,000,000 or more, recently.

Presumably, an entirely new board of directors, has been named, replacing not only Sears, Kelly and Chalif, but also Charles Schwartz, Peter Cusack, Harold Weill and Herbert Jacoby.

McNutt, a former governor of Indi-ana and High Commissioner for the Philippines, had one brief association with the industry as special counsel for the Motion Picture Association of America during the Washington hearings before the House Un-American Activities Committee on alleged communism in Hollywood several years ago. He has since been practicing law in New York.

McNamee has been identified with the industry for the past 30 years in various field sales posts with Universal and RKO. He was Washington and Philadelphia branch manager for the latter in the 1930's and latterly was a partner in Jay Emanuel Theatres in Pennsylvania.

Kelly had been executive vice-presi-dent of UA; Lloyd Wright, secretary, and Harry Muller, treasurer. There was no indication in McNutt's announce-ment whether they remain with the company or not.

The UA home office first learned of the change when re-porters called New York execu-tives seeking amplification of McNutt's statement. Chalif and Kelly, in turn, learned of it here when the home office called them.

With UA in continuing financial difficulties, the board some two months ago proposed the sale of the 50 per cent controlling stock interest held in the treasury to provide cash, and im-

W.B. Sales Meet Opens

(Continued from page 1)

rent, and Howard Levinson, attorney.

District managers attending are Norman J. Ayers, Eastern district manager with headquarters in New York; Robert Smeltzer, Mid-Atlantic, with headquarters in Washington, D. C.; F. D. Moore, Central, headquar- ters in Pittsburgh; Hall Walsh, Prairie, headquarters in St. Louis; W. O. Williamson, Jr., Southeastern, headquarters in Atlanta; Dale Rob-erts, Southwestern, headquarters in Dallas; Henry M. Herbel, West Coast, headquarters in Los Angeles, and Haskell M. Masters, Canada.

Studio executives attending include Steve Trilling, Walter McIven, William Orr and Alex Elovie.

Wynn to NBC; Seeks Others

Continuing its counter raids on tal-ents of the National Broad-casting, NBC has signed Ed Wynn to a radio-television contract, having offered the veteran comedian from Columbia Broadcasting.

The Wynn pact follows by a week announcement by NBC that Fred Al-len and Ed Saylor, in addition to two other top names yet to be set, will start a one-hour video series on an alternating basis over NBC on Sunday evenings in the fall. Kate Smith also was signed for NBC Tele-vision.

Wynn will do a series of 11 telecasts during the 1950-51 season, probably at a frequency of one a month. There is a possibility the McGann and Cantor as one of the rotating headliners on the new Sunday evening series.

ABPC Report

(Continued from page 1)

reissue the plan of the govern-ment as affording some measure of relief, but as nothing like a satisfac-tory solution of the difficulties. During the fiscal year, 11 features were pro-duced by ABPC and four by independ-ent producers.

As reported in Motion Picture Daily on June 30, ABPC's profit for the past fiscal year increased to $11,221,141. Reports due for the current year reveal earnings approximating those for the corresponding period last year.

Additional financial information re-vealed today shows ABPC to be in a reasonably strong position at the end of its fiscal year, March 31 last. Total assets amounted to $21,763,184, including fixed assets of $19,153,484, varied provision and other rights in the amount of $618,570.

While revenue from exhibition and distribution activity decreased compared with the previous year, the drop was more than offset by the reduction of losses from production activity, compared with the year preceding.

The company grossed $18,722,253 pounds of stock interest which paid an entertainment tax of $6,893,353, compared with a gross of $19,675,739 the previous year and a tax of $7,265,624 last year, compared with $2,088,762 the preceding year.

Coastal Speculates

(Continued from page 1)

sizable number of the stars represented by Paul V. McNutt have been sold in the 4,000 shares of treasury-held stock formerly owned by David O. Selznick. The McNutt people had earlier agreed to place their stock in escrow, making it available for purchase in an unknown but definite date by the McNutt group at a price to be mutually determined.

immediately opened negotiations on sev-eral fronts. When Chalif and Kelly put the proposals to Miss Pickford and Chaplin here, all were rejected.

This is the film you'll remember!
—from Paramount
"When EXHIBITORS do the TALKING... that’s what I Like!

"A great many exhibitors who have screened our new family comedy LOUISA have been saying these fine things about it:

...that it is the kind of picture the industry always needs more of, and never gets enough of.

...that it is rollicking, yet substantial entertainment, with a genuinely fresh and heart-warming idea to it.

...that it has the same family appeal as THE EGG AND I.

I suggest every operator, booker and buyer screen LOUISA and form their own opinion of the picture before booking it into any theatre. I want them to see for themselves how much the picture holds in entertainment appeal and audience potential."

W. A. SCULLY
Universal-International Pictures

Another Top Comedy from U-I

WORLD PREMIERE... Chicago Theatre, Chicago, August 11
MOTION PICTURE DAILY

NEW YORK, U. S. A., FRIDAY, JULY 14, 1950

TEN CENTS

Sales Heads of WB at Start of New Program

J. L. Warner Details 45 Films in Release or Work

Hollywood, July 13.—A new production program of Warner Brothers, embracing at least half-a-dozen key features was launched here today under the eyes of company sales executives from the home office in New York and from all over the U. S. They are here for a three-day “See for Yourself” product preview and for a sales meeting at the Hotel Ambassador, with distribution vice-president Ben Kulin, executive vice-president George C. Turner, and Harry M. Jack, L., and Major Albert Warner attending.

“This is an eyewitness meeting,” Jack Warner told the executives, “the kind of meeting which consists of talk and slogans. You men were invited here to witness personally the results of the production program just completed at our studios and to be present at the next and 4,000

1950, America

McNamee, chairman of the board, said today that the company’s remittances to the National Treasury for the first three months of the calendar year averaged $135,007,000, or 90 percent of the amount realized a year ago.

4,000 Shares Acquired, 7,200 Optional, McNamee Says; Take Over Monday

By GENE ARNEEL

The Paul V. McNutt—Frank L. McNamee group which will take over management of United Artists on Monday has acquired outright one unit of 4,000 shares of the company’s treasury stock and holds an option on 7,200 shares of the 8,000 owned by Mary Pickford and Charles Chaplin.

Final Talks Here

Today on UK Pact

Board of directors of the Motion Picture Association of America will meet here today for final discussion of a trade pact with the British. British film distribution companies will resume negotiations with Harry A. Johnstone, president of the British Board of Trade.

Michalson to Give Full Time to Pathe

Harry J. Michalson has relinquished his post as short subjects manager of RKO Radio because of the demanding nature of his duties as president of RKO Pathe, in which post he will continue, the company announced yesterday.

Under Michalson’s presidency, RKO Pathe, which is a subsidiary of RKO Corp., recently extended its production activities into the feature field with the recent release of “The Tattooed Stranger.”

Blumberg Cited for Anglo-U.S. Efforts

N. J. Blumberg, president of Universal, was cited by J. Arthur Rank, his partner, and John Davis for his contributions towards strengthening Anglo-American film relations, at a luncheon in London yesterday, according to a cable received at the U-L office here.

Lesser Gets 4 Japan Film Import Licenses

Distribution contracts and import licenses for four Sol Lesser productions in Japan have been secured by Seymour Poe, representative of Lesser here, reported yesterday.

The distribution deal was made with the Shochiku company, which owns a 60-theatre circuit, one of the largest in Japan.

COMPO Unit Votes For Local Chairmen

Committee on organization of the Council of Motion Picture Organizations at a meeting here yesterday unanimously adopted a resolution calling for a COMPO committee in each local area and area chairman.

N disaggregated: 45 films in release or work. J. L. Warner details this program. The company sales executives are invited to witness the results of the production program just completed at studios and are present at the next meeting.

Lesser gets 4 Japan film import licenses. Distribution contracts and import licenses for four Sol Lesser productions in Japan have been secured by Seymour Poe, representative of Lesser here, reported yesterday. The distribution deal was made with the Shochiku company, which owns a 60-theatre circuit, one of the largest in Japan.
PERSONAL MENTION

DAVID A. LIPTON, Universal-International advertising-publicity director, will arrive here today from the coast.

SEVRO P. SKOURAS, 20th Century-Fox president, arrived yesterday to discuss with Fox president Jack L. Warner the possibility of expanding the RKO-Tudor circuit. Earlier this week, the man once described by the Securities and Exchange Commission as a "shadow boss" of the RKO-Tudor circuit was named the company's president.

BARNETT SHAPIRO, Monogram Coast attorney, left Hollywood yesterday for New York.

CHARLES LEVY, Walt Disney Productions Eastern publicity representative, left here yesterday for Boston.

CLAIM TOP GROSSES FOR 'WINCHESTER'

Universal-International's "Winchester '73," which opened simultaneously in almost 500 key sub-key situations from Coast-to-Coast on Wednesday, had its biggest opening day grosses in many of these houses of any U-I film this year, according to the company.

At the RKO Grand in Chicago, "Winchester '73" topped all U-I films to play the house this week, it was said. It grossed $3,537 at the house. It was learned that other opening day grosses were as follows:

Orpheum, New Orleans $3,581; Uptown, Tower, Fairway, Kansas City $2,390; Keating, Cleveland; Orpheum, Indianapolis $2,723; Orpheum, Seattle $2,147; Kansas, Kansas City $1,061; Paramount, Syracuse $2,973; Stanley, Philadelphia $4,665; Lincoln, Trenton $1,946; Lafayette, Buffalo $2,687; Senate, Harrisburg $1,699.

QUITS POST WITH SCHINE

GLOVE'SVILLE, N. Y., July 13—Sy Freedman has resigned as assistant to Seymour Morris, director of advertising for Schine Theatres, effective July 21.

COMMENDS INDUSTRY

(Continued from page 1)

the consolidation, together with ELC's current substantial grossers, "Destination Moon" and "The Jackie Robinson Story," promise an extension of the profitable results. Company officials regard "Destination Moon" as a contender for one of the top-grossing positions of the year. The past week was one of the biggest for the company in many months.

Washington, July 13.—The Senate Finance Committee today finished its tax hearings and formally shelved the excise-cutting tax bill.

Though the chances for tax cuts this year are down practically to zero, industry officials can at least find comfort in the fact that the chances for tax boosts this session are not much better. Finance Committee Chairman George said the Administration had not yet indicated any desire for a tax increase bill, and that in any event, he would oppose any such increase now. "There's plenty of time to increase taxes in January, if he feels it's necessary," he declared.

Senators Byrd, Milliken and other key members of the Finance Committee indicated they opposed George in his opposition to tax boosts during this session.

Blumberg Cited

(Continued from page 1)

executives of the J. Arthur Rank Organization.

Blumberg asserted that distribution and production companies in the U. K. could not exist without the tax advantages granted to them in the tax-savings clauses on their contracts. Speaking of Universal's present operation as being in the black instead of in the red, Blumberg emphasized that this transition was greatly due to "our own extra hard work" and to the letter of the contract by the spirit of our mutual understanding.

Norman Ryde, head of Greater Union Theatres of Australia, and Alfred E. Daff, executive vice president of ELC, were also honored at the luncheon.
'An irresistible entertainment! The screen as it was always meant to be used!' N.Y. HERALD-TRIB.

'Lancaster is magnificent! He slashes, dashes, thrashes, clashes and smashes with breathtaking excitement!' N.Y. MIRROR

'Not since Douglas Fairbanks, Sr. has the screen had such a man as Burt Lancaster!' N.Y. TIMES

YEAR'S HIGH

BURT LANCASTER
VIRGINIA MAYO

THE FLAME AND THE ARROW

COLOR BY TECHNICOLOR

Daily
S.R.O.
1st week
N.Y. Strand!

Flash! Ditto
Newark,
Atlantic City,
Asbury Park

FROM WARNER BROS.
...another BIG RO
OUTDOOR
from dependable

"Sure to appeal to vast audience"

The Savage H

starring
WILLIAM ELLIOTT • ADRIAN BOOTH
with GRANT WITHERS • BARBRA FULLER • NOAH BEERY • JIM DAVIS
and BOB STEELE • DOUGLASS DUMBRILLE • Screen Play by Kenneth Gamet
Story by Thames Williamson and Gerald Geraghty • Associate Producer and Director JOSEPH KANE
A REPUBLIC PICTURE
"There's nothing wrong with this business that hard work and showmanship can't cure."

Herbert J. Yates
WB Meet

(Continued from page 1)

the launching of a new and even more extensive production schedule.
In all, he detailed 45 features either already in early release, finished and awaiting release or in preparation.
"We are at the middle point of the 20th century," Warner continued. "Over the years, few men in sales have been able to contribute as much in selling as you have. You have helped to make the name of Warner Brothers something to be proud of in entertainment and public service. We have had a wonderful number of notable successes—and some disappoint-

ments, too.

'Best Entertainmen Values'

"As we look ahead, I say we have never had a better focus on the elements that make for top box-office returns. The program that you see in operation here at our studios will give the exhibitor and the public the best entertainment values you or anybody else has ever sold.

"Right now we are distributing 'The Flame and the Arrow,' Norma-FR production, in which Burt Lancaster and Virginia Mayo star. in Technicolor; 'The Great Jewl Rebel,' starring David Brian, and '30 Years Before Your Eyes,' the story of the last half century. James Cagney will be seen in Cagney Productions' 'Kiss Tomorrow Goodbye,' with Barbara Payton and Helena Carter. Ruth Roman, Patricia Neal, Eleanor Parker and Frank Lovejoy star in 'Three Secrets.' U.S. Pictures production, which will release in the near future," disclosed Warner. Other pictures which he cited follow:


Technicolor Musical


Film Firm Dividends Continue Downward

Washington, July 13.—Publicly-reported cash dividends of motion picture companies totaled $190,000 in May, compared with $215,006 in May a year ago, the Commerce Department reported today. Dividends in every 1950 month except April have been below the figures for the comparable month.

Full UA Control Sold

units held by Miss Pickford and Chaplin is for two years and involves an additional $8,500,000.

McNamee denied published reports that James P. and William Clark, owners of the National Film Service of Philadelphia, are participants in the deal in any way, financial or otherwise. The National and the Clark brothers is believed to have given rise to the reports.

McNamee's denial is worded from Hollywood that the deal had been in work for 10 months with Max Kravetz, Los Angeles attorney and new secretary of UA, and McNutt as the prime movers, with McNamee having a small hand. However, after heart-

agend all previous offerings had been completed. According to associates of McNamee's, he had no knowledge that he was to be president of UA until he was called to Los Angeles last Saturday by McNutt, with whom he was closely associated with the Motion Picture Commission in the last year.

McNutt is credited with having ar-

ging at New York financiers of his acquaintance.

However, it is considered wholely likely that the Clarks'


Many in Preparation

"These are only a few of the pictures on the active list at Warner Bros.;" said Warner, "that we expect to be on the way in the immediate future. In addition, we have several others planned for later this year and next year."

McNamee said he had no plans for the future or disposition of executive personnel have been made yet and that he will keep them in the present but that it is "very likely" the company will set up a revolving fund to finance producers, releasing through the company. "It is impossible but definite" that UA will participate in production itself, he said.

Loew's Profit Up

(Continued from page 1)

$137,542,000 for the corresponding period in the preceding year.

For the 12 weeks ended June 8, 1950, Loew's reported a gain of $1,032,678, equivalent to 20 cents per share, down from $1,033,565, also equivalent to 20 cents per share for the corresponding period last year when the company's share of undistributed earnings and surplus amounted to $120,450. Gross sales and operating revenues for the 12 weeks totaled $39,890,656, equivalent to 20 cents per share for the corresponding period a year earlier.

The reserve for Federal taxes amounted to $3,496,632 for the 40 1950 weeks, compared with $3,480,000 in 1949.
Says TV Will Not Change Warner Policy

Too Many Obsessed with Fears, Say Firm’s Heads

LOUISVILLE, Ky., July 16.—In a joint statement delivered yesterday at the closing session of a three-day meeting of company sales executives, which made it clear that Warner Brothers does not contemplate a policy change to produce for television, Harry M. Warner, president, and Major Albert, vice-president, chided those who are “obsessed with fears and worries” over television “or any other medium.”

“So many people today are obsessed with worries and fears. We at Warners have no obsession except that of making and marketing the best pictures we know how. We have no obsession that television or any other medium is going to sever us off the path of continuing to make the finest pictures.”

Richard McNutt, McNamee in First Meet with UA Executives

Fears of any sweeping personnel changes at United Artists as a result of the corporate control shift to the Paul V. McNutt-Frank L. McNamee group reportedly were allayed by McNamee on Friday as he and McNutt had their first meetings with UA department heads at the home office.

McNamee, who actively takes over the presidency this morning, is said to have given assurances in the preliminary sessions that he has no ideas about bringing in new personnel at present. What changes are made will be determined only by the suitability of those presently employed, McNamee reportedly having made no commitments in reference to his own personnel.

As for the top echelon, McNutt and McNamee immediately called on General Sears at New York City for their first meeting but whether Sears will continue in charge of distribution as a whole is yet to be determined.

5 Theatres Named in Percentage Actions

Cleveland, July 16.—Separate percentage suits were filed in U. S. District Court here by Warner, 20th Century-Fox, Paramount and Loew's, Frank Croswell, attorney operating corporations, were named defendants in each complaint.

The theatres involved in the Stillwell and Bedford in Bedford; Grand and Broadview in Cleveland, and the Maple Heights in Maple Heights. Recovery is sought in each suit for damages.

MPAA Bars UK Pact If Penalties Stay

Board of directors of the Motion Picture Association of America at a meeting here on Friday made clear that any penalties on remittances from England contained in a new trade pact with the British would render the pact unacceptable.

Otherwise, the directors gave MPAA president Eric A. Johnston, prior to his weekend departure for London, broad powers when the negotiations with the British are resumed at meetings beginning tomorrow.

MPEA Okays Jap Remittance Pact

The new film agreement with Japan providing for a 25 per cent increase in remittances over the old agreement, was approved by the Motion Picture Export Association board on Friday.

For the nine months from July 1 to March 31 next, nine MPAA member companies will be permitted to remit $1,500,000 out of earnings in Japan under the agreement. The old agreement allowed only $1,000,000 for a full year.

The pact also provides for the release in Japan of a minimum of 78 features, 78 shorts and 39 newreels.

The agreement was negotiated with the Japanese government by Irving Maas, MPAA vice-president and general manager, and Charles Mayer, MPAA managing director in Japan.

‘Boundaries’ Censor Test To High Court

Atlanta Ban Upheld By Federal District Court

NEW ORLEANS, July 16.—The likelihood of a U. S. Supreme Court ruling in the “Lost Boundaries” case was seen following the decision of the U. S. Circuit Court of Appeals here at the weekend in favor of the Atlanta censor in banning the film.

Louis de Rochemont and Film Classics, producer and distributor, respectively, had appealed from the Atlanta District Court ruling upholding the action of Christine Smith, Atlanta censor, in banning the picture.

Ambrose Dowskow of the New York law firm of Samuel I. Rosenman, representing the producer and distributor, declared on Friday that the U. S. Supreme Court would be petitioned to review the case. Should the Supreme Court rule on it, it would mark the first modern case in which the legality of motion picture censorship was

Kramer Named RKO Short Subject Head

Sidney Kramer, heretofore assistant to Harry J. Michalson, has been promoted to senior vice-president and sales manager of RKO Radio, by Robert Mochrie, vice-president of domestic distribution. Kramer assumes his new duties immediately, with the relinquishing of this position by Michalson to devote his entire time to the presidency of RKO Pathe.

Kramer has been with RKO for 21 years, going there from college. He

Beecroft Named to Para. Sales Post

Harold Beecroft has been named special Paramount sales representative by A. W. Schwaberg, president of Paramount Film Distributing Corp. His first assignment will be on “Trico.”

Beecroft goes to Paramount from Eagle-Lion, where he had been South Central division manager until his recent resignation. Before joining Eagle-Lion he was with 20th Century-Fox, first as special home office representative, then as Milwaukee and Dallas branch manager and finally as assistant central division manager.

Dickinson Trust Suits Are Settled

Kansas City, July 16—Suits for damages against major distribution companies filed several years ago by Dickinson Theatres were dismissed as a consequence of a settlement under which four Dickinson theatres in Kansas City get 28-day clearance spots against the previous 56 and 114 days. Some cash is understood to have been involved in the settlement also.

Hays’ MPAA Tenure Ends in September

Will H. Hays’ official association with the Motion Picture Association of America will terminate on Sept. 20 with the expiration of his five-year contract as special consultant. The date also will mark Eric Johnston’s fifth anniversary as MPAA president. He succeeded Hays in the post in 1945.

Hays received $100,000 per year on the five-year pact.
Personal Mention

JAMES R. GRAINGER, Republican, was vice-president in Kansas City on recent trip to Kansas City, and then back to New York.

SAM ABRAMS, Realert manager at Indianapolis, has returned to New York where he recovered from an automobile accident suffered several weeks ago and is now resting at his home there.

WILLIAM B. ZORLINSKI, M-G-M short subject and Ladd, rewriting, sales manager, will leave here today for St. Louis and a tour of Midwest cities.

F. J. A. McCARTHY, Universal-International Southern and Canadian sales manager, will leave here today for Dallas.

JOHN JOSHER, M-G-M publicity man, is on leave here for a vacation on the Coast.

John P. BYRNES, M-G-M Eastern sales manager, returned here tonight from the weekend in Boston.

Name Pierce McCoy
QP Showman No. 1

Three judges examining campaigns for showmanship are in New York to select a quintet for the Showmanship Awards, conducted by the Managers' Round Table of Motion Picture Herald, agreed on winner, Pierce E. McCoy, manager of the Miller Theatre, Augusta, Ga., “for his civic activities, for handling big and little pictures, without help from outside.” Runner-up, and ostensibly in the brackets of winning, is Pocket, of Pierce’s son of the Babban and Katz circuit in Chicago, former head of Paramount theatre operations and more recently a studio vice-president of Loew’s, Inc.

The UA board approved the Katz deal and dedicated its representatives to take the offer to Miss Pickford and Chaplin in Hollywood for their approval. In substance, Katz, with Bank of America backing, proposed to pay $1,500,000 cash into the UA treasury for current operations, for which he would obtain the 60 per cent treasury stock. His plan was to put UA into production on its own with Stanley Kramer in charge of production.

Katz further proposed to provide a minimum of $2,000,000 additional cash to finance production by a pro rata levy on the three stockholders, Miss Pickford, Chaplin and himself. Katz was to be president, Gladwell Sears vice-president in charge of distribution.

That deal, already approved by the board, was put before Miss Pickford and Chaplin and was rejected by them, with the announcement followed last week. Any industry executive will agree it was a good deal. As a New York banker expressed it recently, the only thing it lacked was wavy, white hair and a Washington reputation.

Most in the industry are resenting any action on the part of UA owners, which they feel is a breach of faith. Meanwhile, the directors and management were negotiating with others, among them, Sam Katz, one of the founders of the Babban and Katz circuit in Chicago, former head of Paramount theatre operations and more recently a studio vice-president of Loew’s, Inc.

Mulvey to UK Pact Talks with Arnall

In a complete reversal of original plans, British government President of Samuel Goldwyn Productions, is on route to London by plane to sit in on talks with the British for a new Anglo-American film agreement. On the eve of his departure, Ellis Arnall, president of the Society of Independent Motion Picture Producers, and co-SIMPP delegate with Mulvey in behalf of that organization, issued the following statement:

“At our request, James A. Mulvey has been asked by London to come to the British to negotiate for a new Anglo-American film agreement. Mulvey has been a member of this American delegation in England. We have no past negotiations, and we are happy he can rejoin us.”

Humanitarian Award Presented to Baruch

In ceremonies in 20th-Fox Movietone Studios here at the weekend, Bernard Baruch, war-time Secretary of the 1949 Humanitarian Award of Variety Clubs International. Baruch was unable to accept the award in person at the convention of the clubs last spring.

Taking part in the ceremonies at the weekend were R. I. D. O., President of Variety’s international ringmaster; Marc Wolf, international chief bankers; and Chick Lewis, international press guy.

Pickman in Tucson

TUCSON, July 16—Jerry Pickman, assistant director of national advertising-publicity under Paramount vice-president Max E. Youngstein, has arrived in Tucson with details of “The Furies” premiere, July 21-22.
DESERT RAIDERS... battle-borne on fiery steeds!

DESERT WOMEN... tantalizing... exotic!

A Slave in the Palace of 1000 Delights!

COLOR BY TECHNICOLOR

The Desert Hawk

Starring
Yvonne De CARLO • Richard GREENE

with Jackie GLEASON • Lois ANDREWS • George MACREADY • Rock HUDSON

Written by GERALD DRAYSON ADAMS • Directed by FREDERICK de CORDOVA • Produced by LEONARD GOLDSTEIN

A UNIVERSAL-INTERNATIONAL PICTURE
Multi-Theatre Trade Showing for "Voice"

Marking a new departure for the company insofar as trade showings are concerned, M-G-M will hold special screenings for "The Voice You Hear...", in theatres all over the country, Aug. 7-Aug. 22. Total number of theatres that will be shown the film necessarily set is 56. Of this number 30 will be held in Loew's theatres. Where screenings were arranged for theatre other than Loew's, M-G-M will make individual arrangements with exhibitors for the special showings. All screenings in Loew's theatres will be treated as "sneak" previews.

US vs. Griffith

(Continued from page 1)

brief filed by Griffith early in May. It is believed that no other documents will be filed in the case, and that Judge Edgar S. Vaughn, who has the case under advisement, may hand down his decision within the next two weeks. No matter what Judge Vaughn finally decides, it is virtually certain that the case will be taken back to the U.S. Supreme Court in any event. Either the government or the Griffith company will be sure to object to part or all of Judge Vaughn's decision. The Justice Department had asked, during oral argument, that the two new television companies which had taken over practically all of the Griffith theatres be made parties to the case, but Judge Vaughn had previously denied these motions. The government brief filed Friday, prepared by Justice attorneys George Wise and Milton Kallis, said the need for both injunctive and divestiture relief against Theatre Enterprises and Video "is clearly established by the evidence." Otherwise, it argued, any relief ordered by the court would not be fully effective, since no injunctive order in the circuit would not bound by the judgment. The government stressed that it was not seeking to put Griffith out of business, but new companies had violated the Sherman Act, but merely that they be made parties, so the judgment entered by this court will be effective.

TV Won't Change WB Policy

(Continued from page 1)

tures possible at a profit to the corporation and to the public. We have this aim: to make a profit in exhibiting our product.

Reflecting marked confidence in the firm's future in the motion picture field, and the increasing demand for films to be shown pending for months with the government with a view to arriving at a solution to the Federal Court order to stop the theatre business in Arkansas, this morning the state's attorney-general said: "We have been watching world events, and what we see gives us great reason to believe that the public will play in the shaping of things to come."

The statement said: "The present situation finds us in the fortunate position of being able to draw upon sound past experience to meet the challenge of changed world conditions, as we have done time and time again before," the brothers added.

The other three of us—(Harry, Albert, and Jack)—are as optimistic today as we were in the earliest days of our youth about the future of motion pictures.

"We are next to be so hopeful when there are so many possible dangers. First, a brotherly but critical appraisal of our production organization under Jack, who has given a very modern, first-hand view of the 1928 approach to picture-making. We don't have to praise these pictures, but we want to speak in admiration of brother Jack and his organization's expertise at meeting changing conditions and give a diagram of the future for many years to come.

"We are eager for the future, when we see that our industry management has already accomplished in the past several years under our general sales management, is done. We are eager for the future when we inspect the promotion plans which audiences and public opinion have been so effective in cutting the receipts of the company. We are not driven from business by the industry's series of "True-Life Adventures."

Following the Warners' statement, Kalminson told the sales executives that, "No one can be so reckless as to attempt to draw a picture of what is-to-be" in the world of tomorrow. But there has never been any period in the history of Warner Brothers when the domestic market has been so carefully analyzed and the productions so well aligned. We confidently look forward to the changing conditions that confront us."

Kalminson declared, "We are right now considering the most important chapter. We are formulating a producing and merchandising policy that more than anything else emphasizes the change to the company but to the people with whom we do business. And what makes this possible is our recognition of the power and in sales, the further we move from accepted formulas, the closer we are to success," declared Kalminson.

McNamee, McNutt

(Continued from page 1)

passed upon by the high tribunal. It appeared possible that the Motion Picture Association of America would join in the appeal. The MPAA lost the censorship test case that it sponsored in connection with Hal Roach's "Curley" recently.

Percentage Suits

(Continued from page 1)

ages resulting from alleged under-reporting of receipts on percentage pictures.

Day, Cocklely and Reavis are the attorneys for each plaintiff-distributor and Sargent and Stein of New York are of counsel.

Kramer Is Promoted

(Continued from page 1)

was in charge of prints and laboratory activities at the home office until 1946 when he was made assistant shorts subject sales manager. He has also been a member of the board of the Cellofilm Corp., representing RKO Radio.

Wm. White's Son Killed

William J. White, 18-year-old son of the first-president and general manager William White, was killed in an automobile accident near the home of the boy's friend at the time from the Gow School, South Wales, N.Y. He is survived by his father and 2 sisters. Pauline and Barbara McBride. Funeral services will be held at 10:40 a.m. this morning at Holy Family Church, New Rochelle, N.Y.

"Boundaries' Test

(Continued from page 1)

by Murray Kay, inventor of the scheme, said: "We have the Leo Storch, owner of the Leader and Kent theatres where the device will be tried, said: "The part-O-Show will be the solution to the attendance problems which theatre owners are experiencing all over the country."

Part-O-Show Test

(Continued from page 1)

"Beaver Valley"

(Disney-RKO Radio)

An unusual, and, in many ways, an extraordinary subject and a notable follow-up of "On Seal Island" which was Warner's series of "True-Life Adventures."

"Beaver Valley" is similar story at the same time of year as the first film. It divides into the four seasons of the year, tracing busy episodes in the life of the industrious beaver. In the spring, when the young male makes up on his father's external and family life. In the fall, a new leader appears, while in the winter, the best. It winters over with the snow and in the spring, when the young male makes up on his father's

Commons Missed US Praise: Eckman

LYON, July 16—Sam Eckman, M-G-M's top executive, directed to Washington to acknowledge the appreciation of American companies for Harold Wilson's recent recognition of the ready cooperation of American distributors. He went here in helping to make possibly Sir Wilfrid Eadi's entertainment tax rebate film subsidy plan be passed.

But, said Eckman, we regret that Wilson said nothing to that effect in Parliament.

Eckman's remarks were made at the annual meeting of the Kinematographic Reporters Society (distributors) where D.W. Griffiths was reelected president.

"Broken Arrow" Bow For General Public

Instead of holding the world premiére of "Broken Arrow" for a specially-invited audience on a reservation seat basis, 20th Century-Fox announces that the entire capacity of the Roxy here will be open to the general public. Admission in prices on the opening night.

Open house will be held throughout the theatre, 8 a.m. to 11 p.m., Thursday, and starts of the stage, screen, radio and television will make informal visits, the company says.

Short Subject

"Beaver Valley"
Priorities On Steel May Be On Way Back

World Crisis Seen Key To 'Free' Theatre Use

WASHINGTON, July 17.—The World War II days, when the government refused to allow steel and other critical materials to go into theatre-building, may be on their way back.

Talk is increasing in Administration circles of the possible need for some steel and other critical items being discussed by Administration officials, and either plan might mean bad news for exhibitors planning to build, expand or remodel theatres. One plan would give the government power to allocate steel and other items to important users, mainly those working on military spending would bring a very tight condition on steel and possibly some other materials, and controls might well follow.

Two methods of checking use of steel and other critical items are being discussed by Administration officials, and other plan might mean bad news for exhibitors planning to build, expand or remodel theatres. One plan would give the government power to allocate steel and other items to important users, mainly those working on military spending would bring a very tight condition on steel and possibly some other materials, and controls might well follow.

A releasing schedule of 14 features from 20th Century-Fox for August through December was announced here yesterday by president Spyros P. Skouras upon his return from the Coast.

The schedule follows:


Frank L. McNamee moved into the president's office at United Artists yesterday, but with no disclosures as yet on the employment status of the company's present executive personnel.

As McNamee moved in it was reported that several distribution executives have indicated their availability.

US Trio in London for Trade Talks; Meet Today

London, July 17—Eric A. Johnson, president of the Motion Picture Association of America; Ellis G. Arnall, president of the Society of Independent Producers; and Loc Mitchell, assistant to Johnston, arrived from New York today to resume trade pact negotiations with the British.

Meetings with Harold Wilson, president of the British Board of Trade, are set to begin tomorrow.

Johnson had a meeting with U. S. Ambassador Louis Douglas today and met with U. S. sales managers tonight.

Prior to taking off Sunday for London, Eric Johnston told reporters that the U. S. film industry will again be called upon to lend its full support if the war situation becomes more serious. In line with this, he said, MPAA appointed Francis Harmon its liaison with U. S. war agencies.

FC Producers Make New Deals With ELC

Former Film Classies' producers are beginning to make new distribution contracts with Eagle Lion Classies, on improved terms in some instances, further assuring a larger exchange flow of product. William F. MacMillen, ELC president, on his recent trip to Hollywood, said that several pictures by which Gamma Films of Switzerland will deliver a minimum of 12 pictures annually to ELC, it is understood.

14 from 20th In 5 Months

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A libel action against National Screen Service and Herman Robbins, president, begun by Mitchell Panzer in Federal Court in New York in May 1949 for $500,000 damages was dismissed with prejudice by the court.

Action Against NSS Is Withdrawn Here

Say Hughes - Wald Deal Progressing

Hollywood, July 12.—Expressing confidence that a complete agreement would be reached between Howard Hughes and Jerry Wald on a tentative pact to produce 12 pictures annually for RKO radio release, attorneys for the studio and Wald today issued a joint statement denying a published report that negotiations had broken down.

Instead, the statement said, "enormous strides have been made, including agreement on many fundamental issues such as financing, budget overhead and distribution.

Shooting War Kills Aid to Small Business

WASHINGTON, July 17.—The Administration's program to aid small business, which some government officials thought might offer substantial aid to independent producers and exhibitors, today became a casualty of the Korean war.

House Banking Committee Chairman Spence (D. Ky.) informed the White House that he would not take up the program because he believed it would be "inflationary," and that the President was readying an anti-inflation program.

McNamee Moves In As U. A. President

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Shootin' War in Bid To Call Off Tax Campaign

Concedes Repeal Not in View with Korean Crisis

As chairman of the committee on taxation of the Council of Motion Picture Organizations, Abram F. Myers virtually has conceded that the industry's fight to reduce or eliminate the 20 per cent Federal admission tax is over and, for the present, lost.

In view of the Korean hostilities and the Senate Finance Committee's decision to shelve the tax bill until or if the international situation shows material improvement, Myers from his office in Washington has written letters to members of his committee asking that they advise him on three suggestions, calling for:

1) An immediate halt on communications to Congress by industry members asking favorable tax action;
2) Advises to COMPO area chairmen directing that they cease pressing the tax issue for the present; and
3) Putting the tax committee's work to date in documented form so that it may be turned over to the COMPO permanent committee on taxation.

ATO's Marcus Hits 'Must' Percentages In Small Situations

Milwaukee, July 17.—Some 55 attended the third regional meeting of the year held by the Associated Theatre Owners of Wisconsin, held at the Schroeder Hotel, where one of the chief issues which president Ben Marcus discussed was the problem of buying film for today's market, stressing the importance of picking the right picture for the right days at terms at which exhibitors can afford to live.

He stated the Milwaukee exchange.

Another Percentage Action Is Started

SALT LAKE CITY, July 17.—Separate percentage suits have been filed in U. S. District Court by Universal, United Artists, RKO, Warner, Paramount, Loew's and 20th Century-Fox, against Hal F. Hawk as the
Following the closing of Warner's Eros, three-day field sales meeting at the Ambassador Hotel, Los Angeles, Ben Kalman, the company's sales vice-president has scheduled a series of regional meetings to convey details of the Coast gathering to the men in the field.

For the first time—two men meeting today at the Mark Hopkins Hotel in San Francisco—presented over by Roy Haines, Western division sales manager, and Henry Herbel, West Coast district manager, with headquarters in Los Angeles. Branch managers attending are: Earl A. Bell, Denver; Fred Greenberg, Seattle; Jim Lapidus, Des Moines; Paul K. Logan, Seattle; William E. Gordon, Salt Lake City; Al Shmitem, San Francisco; Pete Stewart, Seattle.

Haines Also at Chicago
Haines will hold another meeting in Chicago. Attending will be Prairie district manager Hall Walsh, St. Louis, and branch manager Leon Kahan, Minneapolis, Des Moines, R. C. Borg, Kansas City; F. J. Hannon, Omaha and Lester Bona, St. Louis. Midwest branch managers who will be in Chicago will be: A. J. Shumow, Chicago; W. D. Woods, Detroit; Nat Marcus, Milwaukee; and Charles Rand, Chicago.

James Lapidus, Eastern and Canadian district manager, will attend and present a two-day meeting of his Central district in Pittsburgh July 25-26. Attending will be F. O. Dunlap, Minneapolis; A. F. Moore, Central division manager with headquarters in Pittsburgh, and branch managers: Peter DeFeo, Buffalo; J. S. Arose, Cincinnati; Ed. Parter, Cleveland; Claude McElhinney, Indianapolis; Jerry M. Wechsler, Pittsburgh.

Lapidus, Kirby Preside
Lapidus will follow with a three-day joint meeting of his combined Mid-Atlantic, Pacific and Eastern districts in Philadelphia on July 27-28. Attending will be Robert Shmitzer, Mid-Atlantic district manager, Washington; and branch managers William C. Mauzey, Philadelphia; Fred W. Beiersdorfer, Washington; Norman J. Ayers, Eastern division manager, headquarters in New York, and branch managers: E. S. Smith, Albany; George W. Haron, Boston; Ed. Day, New Haven and Don Alper, Newark.

John F. Kirby, Southern division sales manager, will travel on the closing of his combined Southern and Southeast Western districts in New Orleans in July 26-28. Attending will be W. O. Williamson, Jr., South Eastern division manager, Atlanta; and branch managers: Ralph Lantus, Atlanta; Grover Livingston, Charleston; W. H. Dimor, Jacksonville; Luke Conner, New Orleans; Robert, South Western division manager, Dallas; and branch managers, Vernon Adams, Dallas; Ed. Williamson, Memphis, and Ben Toulios, Oklahoma City.

To Discuss War Steps
Hollywood, July 17.—Steps for placing the industry in readiness for any calls that may be made upon it because of defense or war emergencies will be discussed at next regular meeting of the Motion Picture Industry Council.

Grainer to Studio
Dallas, July 17.—James R. Grainer, Republic executive vice-president, will arrive next Monday for Wednesday conferences with Herbert J. Yates concerning the production line-up for 1951, the company's first full-year under the new ownership. Grainer has attended three-day field sales meetings at the Ambassador Hotel, Los Angeles, and the Mark Hopkins Hotel, San Francisco, receiving reports on the events of the past week.

MOTION PICTURE DAILY
Quigley Publishing Company
1270 Sixth Avenue
New York, N. Y.

Volume 228—Number 7

Tuesday, July 18, 1950

Audiences Down 17%
To 48,700,000 Weekly

Princeton, N. J., July 17.—

Attendance at the nation's film houses dropped a total of 17 per cent in May compared with the same month a year ago, according to Audience Research Inc. which estimated that weekly admissions in May, 1950, averaged 48,700,000, against 58,500,000 a year earlier. A Quigley survey also found it "all the more noteworthy" that superior business is being done by some pictures and attributed this to "the strong advertising and publicity campaigns" supporting them.

Republic Will Hold Three Sales Meetings

First of a series of Republic regional sales meetings will be held at the company's North Hollywood studios next Monday and Tuesday, President Herbert J. Yates will attend all sessions, which will be presided over by James R. Grainger, executive vice-president. Meetings in Chicago and New York will be held early in August. Edward L. Johnson, assistant general sales manager now on the Pacific Coast, will attend the studio meetings, as will the following branch managers: Paul McElhenny, Seattle; Jack C. Partin, Portland; George Mitchell, San Francisco; Earl Col- lis, Los Angeles; Tom McMillan, Salt Lake City; Gene Gerbase, Denver.

Soule Heads Pictorial

Frank Soule, formerly superintendent of advertisement of Eagle Lion Classics home office and branches, has been named president of Pictorial Films, a subsidiary of Pathe Industries, it is announced by William C. Jones, president of the industry's former parent company. Soule succeeds George Bonwick, resigned.

NEW YORK THEATRES

Ballew #11

WHEN

Stella

And Samson meet head on
THEY CAN'T MISS
if you handle her right!

starring Ann SHERIDAN · Victor MATURE · David WAYNE

RADIO CITY MUSIC HALL
Roddler Center

"THE NEXT VOICE YOU HEAR...
JAMES WHITMORE · NANCY DAVIS
THE MUSIC HALL'S GALA TWO-PART HOLIDAY STAGE SHOW

THE EAGLE AND THE HAWK
A Trans-Oceanic Feature Starring
POPE · FLEMING · O'BRIEN

HERBIE FIELD

92nd Street at 5th Avenue

PEGGY LEE

AND DALE BRENNER

THE QUEEN'S ON THE MARCH

PATTY FRAZIER

PAULINE CHILDRESS

JOSEPHINE JOHN

BARBAREE

COLOR BY TECHNICOLOR

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MOTION PICTURE DAILY
Quigley Publishing Company
1270 Sixth Avenue
Rockefeller Center
New York, N. Y.

Volume 228—Number 7

Tuesday, July 18, 1950

Audiences Down 17%
To 48,700,000 Weekly

Princeton, N. J., July 17.—

Attendance at the nation's film houses dropped a total of 17 per cent in May compared with the same month a year ago, according to Audience Research Inc. which estimated that weekly admissions in May, 1950, averaged 48,700,000, against 58,500,000 a year earlier. A Quigley survey also found it "all the more noteworthy" that superior business is being done by some pictures and attributed this to "the strong advertising and publicity campaigns" supporting them.

Republic Will Hold Three Sales Meetings

First of a series of Republic regional sales meetings will be held at the company's North Hollywood studios next Monday and Tuesday, President Herbert J. Yates will attend all sessions, which will be presided over by James R. Grainger, executive vice-president. Meetings in Chicago and New York will be held early in August. Edward L. Johnson, assistant general sales manager now on the Pacific Coast, will attend the studio meetings, as will the following branch managers: Paul McElhenny, Seattle; Jack C. Partin, Portland; George Mitchell, San Francisco; Earl Col- lis, Los Angeles; Tom McMillan, Salt Lake City; Gene Gerbase, Denver.

Soule Heads Pictorial

Frank Soule, formerly superintendent of advertisement of Eagle Lion Classics home office and branches, has been named president of Pictorial Films, a subsidiary of Pathe Industries, it is announced by William C. Jones, president of the industry's former parent company. Soule succeeds George Bonwick, resigned.
Review

"Stella" (20th Century-Fox)

An unusual blend of humor and characterization is offered in "Stella," Oddly enough, the humor arises out of a story which in lesser hands could have been a tragedy. For the marquees there are Ann Sheridan and Victor Mature in the leads, with support coming from David Wayne and Leti Erickson. The tare proved successful to an audience at the Academy of Music here where it was "sneaked." At the outset, the head of the Bevins clan is accidentally killed at a picnic. Since the accident might look like murder, the family, to avoid complications, decides to bury him on the spot and then let people think he is just disappearing. When it develops that the deceased left a large insurance policy, complications ensue. Wayne, a member of the clan, takes the lead in cooking up ideas to come into the insurance. There are repeated attempts to strangle him with his own, but they are unavailing, especially since Mature, the insurance investigator, is on hand to sardonically thwart these efforts. The farce, which has appeared on stage with Doris Miles Disney, takes a number of zigs and zags, all of a lightweight and nonsensical nature.

Meanwhile, Mature is out to win the hand of Miss Sheridan, another member of the clan. There are a series of obstacles to this, the primary one being Erickson, who is in love with Mature. As the story proceeds to its climax Mature is the armory victor. The other humorous complications are both ironed out and further ruffled. Bynon also served as director and Sol C. Siegel produced.

Running time, 83 minutes. General audience classification August release.

Manuel Herriman

Court Grants Time

San Francisco, July 17.—Time for preliminary hearing in the case of Woodrow Wilson and James Malvey, president of Goldwyn Productions, in the company's $575,000 libel suit against Fox West Coast and other defendants has been extended to Aug. 15 by Federal Court here.

In addition, the defendants, which include United California Theatres, Golden State Theatres, T. D. Jr., Enterprises, San Francisco Theatres, Excelsior Amusement, Michael A. Naify, R. A. McNeil, Charles P. Boulogues, National Theatres and 20th Century-Fox as well as FWC, have been granted an extension in time to plead to Sept. 1. A motion to order the inspection of documents will be heard on Tuesday.

Doubles Damages

Asked by Crown

Los Angeles, July 17—Federal Judge Ben Harrison today granted a three-week preliminary hearing in the case of the defendant National Screen, permitting the complainant to include Loew's Inc. in a monopoly suit pending against other majors and major circuits, and to increase the amount sought from approximately $1,000,000 to $2,750,000.

MOTION PICTURE DAILY

Tuesday, July 18, 1939

Income at NY

Runs Spotty

Cloudless and intermittent rain through the weekend kept the crowds away from the theater, but thousands showed up at New York's first-run houses. Business for the most part is spotty but with improved conditions in prospect, a couple of majors outside the top ten are reported as having moved over 1,000,000 at each stage. Pictures like "The Rough Riders," "The Plague," "This Woman," "The Great Lover," and "The Last Days of Pompeii" are showing good at every stage.

"Voice' Closes Mild

"The Voice You Hear" with the stage presentation at the Music Hall is figured at $115,000 for a mild third and final week. "Voice" will be followed by "The Men," due Thursday. "711 Ocean Drive" with Louis Jordan, the Fontane Sisters and Bob Chester's orchestra on stage now, will open tomorrow at the Paramount, replacing "The Eagle and the Hawk." The latter's last night, the stage presentation concludes its second and final week tonight with a moderate success. "Amieo Get Your Gun" at the State has about $13,000 in the house for the ninth week, which is mild business. "Crisis" with Ralph Flanagan's orchestra and Thelma Carpenter on stage gave the Capitol about $42,000, which is fair enough, in the second week which ended Sunday night. The show holds for three extra days, to be replaced Thursday with "The Duchess of Idaho," accompanied by Bert Wheeler and Sonny Dunham's orchestra on stage.

Patent Rights Holds Up

"Mutiny on the Bounty" and "A Day at the Races," reissue combination, should reach $18,000 in a healthy second week at the Globe. "Destination Moon" is holding up well enough at the Mayfair where $22,000 is in prospect for the third week.

"The Thin Man," starring Will Rogers and Myrna Loy, who has about $5,500 indicated for its 24th week at the Victoria, just getting by, "The White Tower" should draw about $9,000 in a slow third week at the Criterion. "If This Be Sin" has about $5,000 apparent for the third week at the Rivoli, which is weak business.

Percentage Action

(Continued from page 1)

plaintiff and an order signed in Federal Court to that effect.

Louis Nizer, of Phillips, Nizer, Benjamins and Krim, counsel for National Screen, stated that this action was withdrawn unconditionally and without settlement of any kind by any party to the suit, after Panter, who had been under-going examination in a deposition taken by National Screen in the proceeding, had failed to return for continued questioning and was in default. In stead of a motion to open his default and appearing for continued examination, Nizer stated the plaintiff withdrew his action with prejudice.

Action Based on Letter

The action was based upon a letter sent by National Screen in April 1937, which, according to the complaint, charged Panter as follows:

"We state at the time that those poster-tenants looked to you for guidance. You made it plain to us that your own claim was disposed of and we bought you out, then there was no trouble with other poster-tenants. We told you your claim was unfounded and we would not be subjected to any pressure of this sort."

The answer filed in the action by National Screen pleaded, among other things, the truth of the statement.

Files Appeal

On Clearance

Morris Shulman, for the Rivoli Theatre, New Haven, has filed an appeal with the American Arbitration Association here from arbitration decision on clearance handed down on June 28. The case is the last one on the Arbitration Association records and will be heard by the motion picture appeals board which was dissolved several months ago after the final decision by the New York Federal Court. The board agreed to reassemble on a per diem basis for any unfinished cases.

Goldwyn Takes Over

Square for Premiers

Samuel Goldwyn Productions is launching the slogan "Times Square Becomes Goldwyn Square" in connection with the world premiers of "Our Very Own," at the Victoria on July 26 and "Edge of Doom," at the Astor on Aug. 2. Nine-foot arrows over the Square's army recruiting booth read "This Way to Goldwyn Square" and a new 175-foot electric sign over the adjoining Victoria and Astor reads "Samuel Goldwyn Presents . . . ."

Yesterday Goldwyn, who is remaining in New York for the premiere, following his return from Europe, appeared on Betty Crocker's NBC show to "plug" the films, whose premiers will benefit the New York Foundling Home. The New York Journal-American devoted an editorial to the premieres yesterday.

AN EMPIRE OF TREACHERY AND VIOLENCE!

A Hal Wallis Production

—from Paramount
“DESTINATION MOON” IS BREAKING BOX-OFFICE

GREAT!
Publicity build-up!

GREAT!
Reviews!

TRADE PAPERS:

“...obviously a good exploitation picture...”
—Motion Picture Daily

“...an exciting and intriguing scientific adventure
quite certain to arouse interesting response from
jaded audiences.”
—Film Daily

“...mounted superbly...looks like a winner with
the public...extremely exploitable...”
—Daily Variety

“’DESTINATION MOON’ is a highly technical
space travel subject that can be ballyhooed to
stout grosses. In its favor at the boxoffice are the
advantage of novelty... and a Technicolor dress.”
—Variety

“...an exceptionally fine exploitation picture...
colorful and weird pictorial effects are alone worth
the price of admission.”
—Harrison’s Reports

NEW YORK PAPERS:

“...the most exciting fantasy-adventure in fifty
years...an unforgettable dramatic experience.”
—Cosmopolitan

“...a most intriguing and picturesque event...
profoundly impressive... arresting... thrilling
—New York Times

“...utterly captivating... it should certainly
seen...”
—New York Herald-Tribune

“...fascinating...”
—New York Daily News

“...a unique treat and extraordinary thrill... an
engrossing story of breath-taking suspense. Don’t
miss it!”
—New York Daily News

DESTINATION

Mr. W. Peter Rathvon
Eagle Lion Classics
165 West 40th Street
New York City

My dear Mr. Rathvon:

First, I am proud to be the first theatre owner in the United States to present your picture, DESTINATION MOON, because it is a daring departure in motion picture production.

Second, because the people who have seen it love it and talk about it after they leave the theatre.

Third, because of the fact that it is chock full of entertainment and pleases every type of motion picture patron.

Fourth, and certainly not the least, because of the fact that it has broken every opening week's box office attendance since I have the Fair Theatre.

This is definitely the type of production the motion picture industry needs and I want to congratulate you, Mr. George Pal and your associates, and will watch the future work of your company with keen interest because I would like to get some more pictures like DESTINATION MOON.

Sincerely yours,

[Signature]

HARRY BRANDT
**Review**

"Snow Dog"

(Monograph)

DOG lovers will find Chinook, the white huskie in this drama of the Canadian Northwoods, irresistible. The human actors, including Kirby Grant, Elena Verdugo, Jack Blyth, and others, do their part as well against a beautifully scenic background. William Raynor's screenplay provides a strong plot with plenty of suspense. Lindsay Parsons, produced, with William F. Brondy as associate producer and Frank McDonald directing.

Chinook is the pet and the symbol of Northwest Mounted Policeman Grant, who is summoned to a Canadian trapping area to investigate the death of a wolf. After Chinook is released from the wolf's neck and deduces from the wolf's depredations, little by little, as the story unfolds, there is enough evidence to support his theory and the plot thickens as it circles back to Chinook and Grant, who were seeking the location of the point of tampering. The story's suspense continues to the end.

Running time, 63 minutes. General audience classification. Release date, July 16.

**Attacks Percentages**

(Continued from page 1)

Area is earmarked as a "must" percentage territory by every distributor from New York and that there are in some such thing as "must" percentage pictures for small town and subsidiary-run exhibitors. However, when a picture warranted it and has outstanding box-office potentialities, then it is absolutely entitled to percentage, he said.

Harry Perlitz discussed the new clearance set-up that some of the companies are trying to institute here. He said that Warner is trying to move the clearance up on all subsequent runs and also move first de luxe runs from 28 to 21 days.

14 from 20th-Fox

(Continued from page 1)

Scott, Edward Marin directed and Nat Holt produced.


**Priorities**

(Continued from page 1)

Defense production. The other would give the government power to deny other supplies to non-essential users, such as amusement places, including theatres.

Whether and how soon the plans become reality directly affects how the world situation goes. Reports are President Truman may soon ask Congress to stand-by authority to allocate steel and other key commodities, should he find it necessary. Some government officials feel that there is enough steel and other materials for everyone, if no one starts hoarding and "scarce buying." But if people do start getting jittery and buy up supplies, they add, the government will probably have to step in.

If the government alters mandatory allocations for a while, it will merely ask the steel industry and other groups producing critical material to adopt some voluntary allocation scheme, under which important users would get first crack at the available supplies.

**Kills Aid to Business**

(Continued from page 1)

that Congress should not undo with its right hand what it did with its left hand so that the President agreed to shelving the small business program.

Meanwhile, the industry awaited President Truman's message to Congress Wednesday. It was widely reported that one of the key requests to Congress would be for curbs on installment buying, which would be a serious setback for television, at present, a key source of the industry's box-office troubles.

Key Congressional sources said the Wednesday message would not request higher taxes but that this would probably be asked later. Treasury officials said definitely that requests for increased excise taxes as well as higher income taxes were being discussed on Capitol Hill.

**British Information Post to Schoenfeld**

Lester Schoenfeld has been appointed to the Films and Promotion Division of the British Information Services, to be in charge of all theatrical and non-theatrical distribution. His predecessor, Mrs. Dorothy Daisnich, has retired into private life.
UA Deal Is A Private Affair, Says McNutt

No Decision As Yet on Status of Personnel

(Picture on page 3)

Holding their first press conference since taking over the helm of United Artists, board chairman Paul V. McNutt and president Frank L. McNamara yesterday made it clear that their deal was a private affair and they intend to keep it that way.

McNamara stated that he holds title to 90 per cent of the corporation's outstanding shares as trustee for unnamed principals and that Mary Pickford and Charles Chaplin share the remaining 10 per cent.

But McNamara said last Thursday that the McNutt group had purchased 4,000 of the 12,000 shares of UA treasury stock in addition to options.

MGM Resets 16 Releases

William F. Rodgers, sales vice-president of M-G-M, has revised the company's releasing schedule for the last five months of 1950, moving almost all M-G-M releases to March 16. Six will be in Technicolor. There will be four musicals included in the Technicolor releases, two of which are scheduled for August, "Three Little Maas Cites Step-up

In Global Earnings Of U. S. Companies

While the business of American film companies has dropped during the last year in countries that are making economic recoveries from the effects of World War II, those companies have shown a substantial increase in business generally, according to Irving A. Maas, vice-president and general manager of the Motion Picture Export Association.

Yesterday, in his first New York press interview in over a year, Maas explained this circumstance as arising from (1) the extent to which the people of occupied countries are directing their energies more or less exclusively toward reclamation of the basic necessities of life, and (2) the imports which U. S. companies have made into new foreign markets.

The MPEA executive said the drop in business in countries like Japan and Germany which are rebuilding is in its

Scully to Preside at Sales Meet Today

In the first of a new series of sales meetings, Universal-International district and branch managers of the company's Eastern division, will arrive in New York this morning for conferences with W. A. Scully, sales vice-president, to review local situations in their territories in the light of current business conditions.

Scully held the first series of meetings with distribution personnel last

Russia Picks 4 More U. S. Films in $1-Million Deal

U-I to Sell Chicago Loop Runs on Bids

Chicago, July 18—Universal-International will sell all of its forthcoming films by bidding to downtown theatres. First film to be offered in the Loop by bidding was "Peggy" which was won by the RKO Palace. U-I initiated its bidding plan with "Chicago Territory" last month, but only to outlying theatres. The company's new zoning plan has not been fully completed as yet.

Present complexion of the international situation notwithstanding, the U. S.-Soviet Russia film agreement concluded two years ago by Motion Picture Association of America president Eric A. Johnston has been advanced to the point where Russia has selected for showing in that country a total of eight Hollywood features out of the 20-for-$1,000,000 called for under the pact.

Motion Picture Export Association general manager Irving A. Maas revealed at a press conference yesterday that the European representative Louis Kautz, has returned to Prague from Moscow following Russia's selection of four pictures which, plus four already chosen, full remittance for.

Warner Will Release 45 Shorts in '50-51

Warner Brothers will release 45 short subjects, exclusive of cartoons, during 1950-51, beginning Sept. 1. The total is three more than this season. The program of shorts, an increase of three over last year, was agreed upon after conferences between Jack L. Warner, executive producer, Norman Moray, short subjects department head, and Gordon Hollingshead, studio short subjects department chief.

Eighteen of the films are to be in Technicolor. Fourteen are two-reelers and 31 are one-reelers.

Johnston, Arnall Reject Wilson Bid; Talks Take Government-Level Turn

By PETER BURNUP

LONDON, July 18.—The U. S. industry today informed Britain it will insist upon full convertibility in dollars as the basis for a revised Anglo-American remittance agreement affecting the motion picture industry.

This position is being taken on the advice of the American government and means the negotiations now move up to the line of the government level here and in Washington.

Motion Picture Association of America president Eric Johnston and Society of Independent Motion Picture Producers president Ellis Arnall outlined this stand at a meeting today with Harold Wilson.

11 from Para.

In 5 Months

Eleven features are scheduled for release during the remainder of 1950, it was announced by A. W. Schwalberg, president of Paramount Film Distributing Corp. Four of the II will be in Technicolor.

Schwalberg referred to "My Friend Irma Goes West" and the tremendous campaign both previous and following the world premiere at Las Vegas.
Personal Mention

Hugh Owen, Paramount Eastern and Southern sales manager, left here yesterday for Atlanta. Joseph Walsh, branch operations manager, will leave here to join Owen there.

Edward N. Claughton, head of Claughton Theatres, Miami, and his family are on route to Hollywood for a vacation.

Rutgers Nelson, RKO Radio home office publicity manager, is in Atlanta, Ga., from New York for a vacation.

Requiem Tomorrow for Dionysia Skouras

A Requiem High Mass will be offered tomorrow at 10 A.M. for Dionysia Skouras, 24 years old, in the Roman Catholic Church of the Most Holy Trinity in Mamaroneck, Interment will be in Gate of Heaven Cemetery at Mount Pleasant, N.Y.

The daughter of Spyros P. Skouras, president of 20th Century-Fox, died Monday morning as the result of injuries sustained in an accident while visiting her uncle, Charles P. Skouras, president of National Theatres, in Los Angeles. Besides her parents, Miss Skouras is survived by two brothers, Spyros P. and Plato Skouras, and by two sisters, Mrs. Oren Root and Mrs. George Fowler.

Charles Skouras here from LA; National Theatres Meeting Off

Los Angeles, July 18.—The meeting of National Theatre divisional presidents, originally scheduled for tomorrow, has been indefinitely postponed due to the absence of Charles P. Skouras, who flew to New York last night accompanying the remains of Dionysia Skouras, who died here yesterday.

Henry L. Nathanson, president of M.G.M. of Canada, left here yesterday for his Toronto headquarters.

John C. Bolte, jr., an officer of the New York ITOA and operator of the Wakefield and Lacovia in the Bronx, and Mrs. Bolte are the parents of a son, John C. Bolte III, born Monday at St. John's Hospital, Yonkers.

Jack Carter of Women's Home Communication has left here for a three-week vacation.

11 from Paramount

(Continued from page 1)

New, as a good example of what to expect from Paramount.

Releases for the remaining season include:

For July, "My Friend from Goo's West" and "The Lawless"; for August, "Sunset Boulevard," which will have its world premiere at Radio City Music Hall on Aug. 17, and "The Furies," which will receive a heavy send-off July 21 at its premiere at Tucson.

The Technicolor Bob Hope starer, "Fantasy Pants," and "Union Station," are for release in September, with another Technicolor release, "Copper Canyon," and "Dark City," for release in October. Rounding out the final two months are two Technicolor pictures, "Tripoli" and "Last Days," for November, and "Mr. Music," starring Bing Crosby, for December.

Film on Korea Opens

An invitational premiere for Eagle Lion Classics' feature documentary on Korea, entitled "Death of a Dream," was held at the Embassy Theatre here last night.

Scully to Preside

(Continued from page 1)

spring with A. J. O'Keefe, assistant general sales manager and division manager, Robert Feldman, E. J. McCarthy and Foster M. Blake participating in subsequent field meetings.

Attending today's meetings will be district managers John Scully and P. T. Dana and branch managers Eugene Sherman, Fred Aldrich, E. B. Feldman, Boston; Dave Miller, Buffalo; Arthur Greenfield, New Haven; Francis J. Gaull, Pittsburgh; Joseph Gans, Cincinnati; Lester Zucker, Cleveland; H. J. Martin, Washington. The managers will return to their territories late tomorrow.
**Review**

**"Fancy Pants"**

(Paramount)

Mr. HOPE is in fine effervescent form in this sprightly lampoon about an impoverished ham actor who is mistaken for British nobility. Like its predecessor “The Paleface,” the locale being New Mexico is in the opening stretch of this century. The sequence of events are loosely joined in the farcical screenplay that feeds Hope a running supply of gags, quirks and inventive situations. Technicolor lends a handsome frame to the antic and production values are high.

As Hope’s leading lady of equivocal emotion there is Lucille Ball and as his nemesis and rival for the lady’s hand, there is Bruce Cabot. Others lending support are Miss Pelean and Jack Kirkwood, as parents of Miss Ball.

The picture adds up to a merry collection of Shenanigans. There is little doubt that it will be a hit with large segments of the population in just about all nations.

As the story opens Hope is hired to impersonate a high-class butler by some wealthy Englishman who is out to impress friends. During the course of his chores, he is beheld by Miss Pelean, a nouveau riche matron from America, and she decides to bring him back to America to give her husband a little social gloss. Now Hope is a gentleman’s gentleman out in the raw West where men are men and it is obvious that the two don’t mix tranquilly. Thus there ensue a number of complications, aggravated by the provocative actions of Cabot.

Adding a few more heights to the situation is the fact that once Hope arrives in Mexico he is led to believe the leading lady’s mistake for an Earl and gives him a rousing reception. President Teddy Roosevelt (John Alexander), touring the country, hears about the visiting Earl and decides to drop in for a visit. A hilarious high-jinx of the picture is a fox hunt that is arranged for the President and Hope. As the picture starts, so its ends, comically. Robert Welch produced and George Marshall directed, from a screenplay by Edmund Hartman and Robert O’Brien.

Running time, 92 minutes. General audience classification. For September release.

**M-G-M Releases**

(Continued from page 1)

Words” and “Summer Stock.” Additionally in August there will be “A Lady Without Passport,” starring Herbert Marshall.

In September, there will be “A Life of Her Own,” starring Lana Turner and Ray Milland, “Devil’s Doorway” and “Toss of New Orleans,” the latter a Technicolor musical starring Kathryn Grayson and Mario Lanza.

For October there will be three, “The Miniver Story,” starring Greer Garson and Walter Pidgeon, “Right Cross” and “To Please A Lady,” the latter starring Clark Gable and Barbara Stanwyck. In November, “King Solomon’s Mines” in Technicolor will be released after “The Violent Hour” and “Two Weeks with Love.” During December, four pictures will be released, headed by “Kim,” in Technicolor, starring Errol Flynn; “Watch the Birdie,” “Cause for Alarm” and “Pagan Love Songs,” in Technicolor, and “The Man from Snowy River,” in Technicolor, starring William Holden, Howard Keel and Ricardo Montalban.

**Army Cites Schine WPTV**

ALBANY, N. Y., July 18.—Louis Schine, vice-president of station WPTV and of Schine’s circuit, accepted in a broadcast here a certificate of appreciation presented by the Army and Air Force for the station’s cooperation in its radio programs.

**Marx Would Brief Expositors on Production Methods**

Hollywood, July 18.—On the premise that exhibitors would have a better appreciation and understanding of studio problems by observing production at close range, Sam Marx, M-G-M producer, states he has initiated a project that would bring a group of theatremen here for a brief study of production.

One representative of each exhibitor association would be invited to Hollywood in a body for a “capsule course” in picture-making. The delegates then would return to their respective territories and report to their members.

Marx pointed out that, if exhibitor leaders become familiar with production problems, they would not be so critical of Hollywood methods. His proposal will be in the form of a letter to the presidents of the various theatre owners’ associations throughout the country.

**Taft Would Include**

(Continued from page 1)

to attack any possible thought of a boost in the admission tax. “In view of industry conditions as placed before the Finance Committee,” he said, “no one could think of increasing the admission tax unless his purpose was to completely eliminate one of the government’s most important wartime means of communication.”

On behalf of more than 500,000 appreciative children and adults

**THE UNITED CEREBRAL PALSY ASSOCIATIONS, INC.**

extend heartfelt thanks and appreciation to all of those in the entertainment world, and of the Press, who so diligently contributed their time and effort in making our first national campaign a great success.

BOB HOPE • KATE SMITH
National Co-chairmen

LEONARD H. GOLDENSON • ROBERT M. WEITMAN
Again M-G-M inaugurates a new idea in showmanship!

Announcing 60

"PRESTIGE PERFORMANCE" TRADE SHOWINGS

of M-G-M's provocative and widely discussed production

"THE NEXT VOICE YOU HEAR..."

We want to be sure that your patrons hear about this unusual picture BEFORE YOU PLAY IT! Already it has been extensively publicized, selected by top magazines as Picture of the Month, widely promoted. BUT WE HAVE DEVISED A PLAN TO MAKE IT MEAN EVEN MORE TO YOUR BOX-OFFICE. M-G-M has invited influential and public spirited citizens in a cross-section of American communities to attend the special trade showings. We are doing this because we believe good pictures are good news. We are confident that our guests will spread the good news by word-of-mouth and in their publications.
M-G-M presents
"THE NEXT VOICE YOU HEAR...."

HIS IS YOUR INVITATION TO SEE IT WITH AUDIENCES!

COME TO THE SCREENING MOST CONVENIENT TO YOU IN THE LIST OF "PRESTIGE PERFORMANCE" THEATRE SHOWS BELOW:

<table>
<thead>
<tr>
<th>CITY, STATE</th>
<th>THEATRE</th>
<th>ADDRESS</th>
<th>DATE</th>
<th>HOUR</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALBANY, N. Y.</td>
<td>Lock Haven</td>
<td>Logan</td>
<td>8/16</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>ALTOONA, PA.</td>
<td>Lock Haven</td>
<td>Logan</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>ATLANTA, GA.</td>
<td>Loew's Grand</td>
<td>157 Peachtree St., N. E.</td>
<td>8/17</td>
<td>7:45 P.M.</td>
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<tr>
<td>BOSTON, MA.</td>
<td>Loew's Century</td>
<td>18 West Lexington</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>BRIDGEPORT, CONN.</td>
<td>Loew's State</td>
<td>209 Massachusetts Ave.</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>CHARLESTON, S. C.</td>
<td>Loew's Pals</td>
<td>1325 Main St.</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>CHARLOTTE, N. C.</td>
<td>Loew's Pals</td>
<td>343 King St.</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>CHICAGO, ILL.</td>
<td>Loew's Pals</td>
<td>1610 Central Ave.</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>CINCINNATI, OHIO</td>
<td>Loew's Pals</td>
<td>57 West Monroe St.</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>CLEVELAND, OHIO</td>
<td>Loew's Pals</td>
<td>6042 Montgomery Rd.</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>COLUMBUS, OHIO</td>
<td>Loew's Pals</td>
<td>1515 Euclid Ave.</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>DALLAS, TEX.</td>
<td>Loew's Pals</td>
<td>43 East State St.</td>
<td>8/17</td>
<td>9:00 P.M.</td>
</tr>
<tr>
<td>DAYTON, OHIO</td>
<td>Loew's Pals</td>
<td>6106 Mackinbough Lane</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>DENVER, CO.</td>
<td>Loew's Pals</td>
<td>125 No. Main St.</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>DES MOINES, IOWA</td>
<td>Loew's Pals</td>
<td>2345 Kearney St.</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>DETROIT, MICH.</td>
<td>Loew's Pals</td>
<td>4115 University</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>EAU CLAIRE, WISC.</td>
<td>Loew's Pals</td>
<td>35 Grand River</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>EVANSVILLE, IND.</td>
<td>Loew's Pals</td>
<td>418 South Barstow</td>
<td>8/17</td>
<td>1:00 P.M.</td>
</tr>
<tr>
<td>GREEN BAY, WISC.</td>
<td>Loew's Pals</td>
<td>600 Main Street</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>HARRISBURG, PA.</td>
<td>Loew's Pals</td>
<td>405 W. Walnut St.</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>HARTFORD, CONN.</td>
<td>Loew's Pals</td>
<td>410 Market St.</td>
<td>8/17</td>
<td>9:00 P.M.</td>
</tr>
<tr>
<td>HOUSTON, TEX.</td>
<td>Loew's Pals</td>
<td>591 Main St.</td>
<td>8/17</td>
<td>8:00 P.M.</td>
</tr>
<tr>
<td>INDIANAPOLIS, IND.</td>
<td>Loew's Pals</td>
<td>1022 Main Street</td>
<td>8/17</td>
<td>8:40 P.M.</td>
</tr>
<tr>
<td>JACKSONVILLE, FLA.</td>
<td>Loew's Pals</td>
<td>35 N. Pennsylvania St.</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>KANSAS CITY, MO.</td>
<td>Loew's Pals</td>
<td>San Marco Blvd.</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>LANSING, MICH.</td>
<td>Loew's Pals</td>
<td>1228 Main Street</td>
<td>8/17</td>
<td>8:15 P.M.</td>
</tr>
<tr>
<td>LITTLE ROCK, ARK.</td>
<td>Loew's Pals</td>
<td>5600 Kenvonave Blvd.</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>LOS ANGELES, CAL.</td>
<td>Loew's Pals</td>
<td>5112 Wilshire Blvd</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>LOUISVILLE, KY</td>
<td>Loew's Pals</td>
<td>625 So. 4th Street</td>
<td>8/17</td>
<td>8:45 P.M.</td>
</tr>
<tr>
<td>MEMPHIS, TENN.</td>
<td>Loew's Pals</td>
<td>81 Union Ave.</td>
<td>8/17</td>
<td>7:00 P.M.</td>
</tr>
<tr>
<td>MERIDEN, CONN.</td>
<td>Loew's Pals</td>
<td>99 West Main St.</td>
<td>8/17</td>
<td>8:00 P.M.</td>
</tr>
<tr>
<td>MILWAUKEE, WISC.</td>
<td>Loew's Pals</td>
<td>6823 W. North Ave.</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>MINNEAPOLIS, MINN.</td>
<td>Loew's Pals</td>
<td>3022 Hennepin Ave</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>M. VERNON, ILL.</td>
<td>Loew's Pals</td>
<td>23 Church St.</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>NEW HAVEN, CONN.</td>
<td>Loew's Pals</td>
<td>1108 Canal</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>NEW ORLEANS, LA.</td>
<td>Loew's Pals</td>
<td>340 Grovby St.</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>NORFOLK, VA.</td>
<td>Loew's Pals</td>
<td>113-115 Broadway</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>NORWICH, CONN.</td>
<td>Loew's Pals</td>
<td>Tower</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>OAKLAND, CAL.</td>
<td>Loew's Pals</td>
<td>Will Rogers</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>OKLAHOMA CITY, OKL.</td>
<td>Loew's Pals</td>
<td>Dundee</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>OMAHA, NEBR.</td>
<td>Loew's Pals</td>
<td>Beverly</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>PEORIA, ILL.</td>
<td>Loew's Pals</td>
<td>Loew's Penn</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>PITTSBURGH, PA.</td>
<td>Loew's Pals</td>
<td>Loew's Park</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>PORTLAND, ORI.</td>
<td>Loew's Pals</td>
<td>Colonial</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>PROVIDENCE, R. I.</td>
<td>Loew's Pals</td>
<td>Loew's Richmond</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>READING, PA.</td>
<td>Loew's Pals</td>
<td>Loew's State</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>RICHMOND, VA.</td>
<td>Loew's Pals</td>
<td>Southeast</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>ST. LOUIS, MISS.</td>
<td>Loew's Pals</td>
<td>Loew's State</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>SALEM, MA.</td>
<td>Loew's Pals</td>
<td>Loew's State</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>SALT LAKE CITY, U. S.</td>
<td>Loew's Pals</td>
<td>Loew's State</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>SAN DIEGO</td>
<td>Loew's Pals</td>
<td>Loew's State</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>SAN FRANCISCO, CAL.</td>
<td>Loew's Pals</td>
<td>Loew's State</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>SEATTLE</td>
<td>Loew's Pals</td>
<td>Loew's State</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>SPRINGFIELD, MASS.</td>
<td>Loew's Pals</td>
<td>Loew's State</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>TOLEDO, OHIO</td>
<td>Loew's Pals</td>
<td>Loew's State</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>TOPPEKA, KANSAS</td>
<td>Loew's Pals</td>
<td>Loew's State</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>WASHINGTON, D. C.</td>
<td>Loew's Pals</td>
<td>Loew's State</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>WATERBURY, CONN.</td>
<td>Loew's Pals</td>
<td>Loew's State</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>WILMINGTON, DEL.</td>
<td>Loew's Pals</td>
<td>Loew's State</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>WORCESTER, MASS.</td>
<td>Loew's Pals</td>
<td>Loew's State</td>
<td>8/17</td>
<td>8:30 P.M.</td>
</tr>
</tbody>
</table>

CROWDS TELL THE STORY!

First 2 weeks at Music Hall topped "Words and Music," "Little Women," "Stratton Story." Imagine: First 4 days of 2nd week beat first 4 days of 1st week. Word-of-mouth will build your business too!

The story of what happened at 8:30 P.M. all over the world.

M-G-M PROUDLY PRESENTS
"THE NEXT VOICE YOU HEAR...

JAMES NANCY
WHITMORE DAVIS
Written by CHARLES SCHNEE
Suggested by a story by GEORGE SUMNER ALBEE
Directed by WILLIAM A. WELLMAN
Produced by DORO SCHARY
A METRO-GOLDWYN-MAYER PICTURE
U.S. Earnings

(Continued from page 1)

self an indication that they are making advances along the road to economic recovery. Implicit in his statement was the promise that when recovery has been achieved and is sufficiently gigi- date the people of the defeated nations once again will direct their attention to satisfying fully their entertainment requirements.

Maas returned here recently from several weeks in Japan and Korea. While in the latter country, which was involved in war a day or two after Maas left it for Japan, the MPEA head held "fruitful" discussions with South Korean officials. He explained this as meaning that spadework was accomplished toward expanding the possibilities for American films in that area which heretofore was virtually by-passed by American companies because theatre conditions were "deplorable" from the standpoint of cleanliness and facilities. The possibilities will have to be deferred, he said, "until after South Korea is reconquered." At present American companies have only 75,000 frozen in Korea after three years of MPEA operation there, Maas said by way of indicating how little that country had meant to U. S. distributors.

Maas amended recently published reports of the new Japanese remittance agreement with the disclosure that 2,400,000 yen (approximately $7,000,000) earned by U. S. distributors still are frozen in Japan. This sum, he added, "is expected to be frozen for many years to come."

Demand Full UK Payments

(Continued from page 1)

president of the British Board of Trade.

The pending marked the resumption of negotiations which began back in May 26 at which time the British proposal was: In addition to maintained the prevailing remittance provisions, adoption of a clause which would require American companies to produce and distribute films in England for the duration of the agreement as they did in 1949. The current agreement has two more years to run.

Johnston indicated that he could add nothing with respect to the rejection which was handed Wilson other than to explain that full convertability is being pressed in view of the much advertised improvement in Britain's fiscal economy. No mention of either the U. S. Embassy or the MPAA with the Labor Government has yet been set.

Questioned prior to today's parlory, a BOT spokesman said the discussion would be exploratory only with Wilson awaiting the American comments on his proposals during previous talks. The spokesman agreed that in the event of irreconcilable viewpoints in Britain the British to face the possibility that the Americans would withdraw completely from Britain, but he emphasized his view that this is an unlikely extreme. He explained that it is obviously good business for both sides that the Americans continue their trade here.

The spokesman said he could not anticipate Wilson's answer to any further American rep-

resentations, but admitted that Wilson regarded elimination of the unit plan of exhibition "highly desirable."

It was disclosed that the BOT is currently engaged in an investigation of the circumstances of last year's quota defaults which "certainly is a larger number than ever before." For the time being the BOT is taking no action in this regard from distributors. Some unnamed exhibitor are lined up for likely prosecution, but this would be for first installment defaults only. Over 2,000 exhibitors applied for quota relief during the current year.

Wilson has given no indication as to when he is likely to make this anxiously awaited policy statement concerning the industry's future. This indicates that the statement will not be made before Commons reconvenes in October following the summer recess.

It was confirmed that the film stock rationing order will be revoked in the near future. Revocation would restore to customers freedom of choice of newsewms.

CBS Promotes Maguire

Thomas P. Maguire, Broadcasting System assistant sales manager, has been appointed assistant service manager, succeeding C. E. Midget, who has resigned to become manager of Ted Bates, Inc., television and media department.

Picks 4 More

(Continued from page 1)

bring the selected total to eight. There were three other features which the Soviet Film Ministry had indicated a desire to have under the agreement, but apparently the MPEA was not in a position to supply those.

Asked whether the MPEA still cared whether eight or 12 are selected, in light of the possibility of a third World War, Maas replied, the MPEA was not the MPEA's reason the Hollywood films to convey the American story of life, the premise being that even a good presentation of this country could be gain by Russian audiences.

The four recently-selected pictures are: M-G-M's "The Yearling" and "The Wizard of Oz," and Warner's "The Sea Wolf" and "The Life of Emile Zola." Previously selected were Warners' "The Adventures of Mark Twain" and "The Sea Hawk," 20th-Fox's "Wintertime" and RKO's "The Pearl." Among the films which MPEA was not in a position to supply because the Association's rights to them had expired were "Captain Kidd" and "Tarzan's New Adventure.

None of the selected films has been reissued and it is not certain that any of them is likely to be reissued, it presumably will not be until the full 20 are contracted for and remittance of $1,000,000 each is paid.

The latest four were from a group of approximately 12 which Kautsche released recently in Mora- for the Film Ministry. Of the 59 features have been shown to the Russians. This number was selected from a group of 100,000 titles the MPEA in 1950.

CITY PLACE OF SCREENING TIME

ALBANY ............. FOX SCREENING ROOM, 1052 Broadway .......... 7:30 P.M.
ATLANTA ............. PARAMOUNT PROJ. ROOM, 1354 Walton St., N. W. .... 2:30 P.M.
BOSTON ............. PARAMOUNT PROJ. ROOM, 58 Berkeley Street .......... 10:30 A.M.
BUFFALO ............. PARAMOUNT PROJ. ROOM, 464 Franklin Street .......... 2 P.M.
CHARLOTTE ............. PARAMOUNT PROJ. ROOM, 305 S. Church Street .... 10 A.M.
CHICAGO ............. PARAMOUNT PROJ. ROOM, 1306 S. Michigan Ave. (7/20) , 1:30 P.M.
CINCINNATI ............. PARAMOUNT PROJ. ROOM, 1214 Central Parkway .... 2:30 P.M.
CLEVELAND ............. PARAMOUNT PROJ. ROOM, 1715 E. 23rd Street .......... 2 P.M.
DAYTON ............. PARAMOUNT PROJ. ROOM, 111 S. Main St. (20) .......... 10:30 A.M.
DENVER ............. PARAMOUNT PROJ. ROOM, 2100 Stout St. .............. 2 P.M.
DES MOINES ............. PARAMOUNT PROJ. ROOM, 1125 High Street .......... 1 P.M.
DETROIT ............. PARAMOUNT PROJ. ROOM, 479 Ledyard Ave .......... 2 P.M.
INDIANAPOLIS .......... PARAMOUNT PROJ. ROOM, 116 West Michigan Street .......... 2 P.M.
JACKSONVILLE .......... FLORIDA THEATRE SCREENING ROOM, Florida Theo Bldg. .... 7:30 P.M.
KANSAS CITY .......... PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street .......... 2 P.M.
LOUISVILLE .......... PARAMOUNT PROJ. ROOM, 1613 W. Market St. .......... 1:30 P.M.
MEMPHIS ............. PARAMOUNT PROJ. ROOM, 362 South Second Street .......... 2:30 P.M.
MINNEAPOLIS .......... PARAMOUNT PROJ. ROOM, 1201 Currie Avenue .......... 2 P.M.
MINNEAPOLIS .......... PARAMOUNT PROJ. ROOM, 82 State Street .......... 2 P.M.
NEW HAVEN .......... PARAMOUNT PROJ. ROOM, 82 State Street .......... 2 P.M.
NEW ORLEANS .......... PARAMOUNT PROJ. ROOM, 213 South Liberty Street .......... 10:30 A.M.
NEW YORK CITY .......... PARAMOUNT PROJ. ROOM, 1501 B way (9th Floor) ........ 10:30 A.M.
NEW YORK CITY .......... PARAMOUNT PROJ. ROOM, 1166 Avenue of the Americas .......... 1 P.M.
NORTH ATTICA .......... PARAMOUNT PROJ. ROOM, 1704 Davenport Ave. .......... 1 P.M.
PHILADELPHIA .......... PARAMOUNT PROJ. ROOM, 248 North 12th Street .......... 2 P.M.
PITTSBURGH .......... PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies .......... 2 P.M.
PORTLAND, ORE. .......... PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue .......... 2 P.M.
ST. LOUIS .......... PARAMOUNT PROJ. ROOM, 2949 Olive Street .......... 1:30 P.M.
ST. LOUIS .......... PARAMOUNT PROJ. ROOM, 2970 E. 15 South Street .......... 3:30 P.M.
SAN FRANCISCO .......... PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave .......... 2 P.M.
SEATTLE .......... PARAMOUNT PROJ. ROOM, 2330 First Avenue .......... 1:30 P.M.
WASHINGTON .......... PARAMOUNT PROJ. ROOM, 305 H Street, N., Washington .......... 1:30 P.M.

NOTE: Will be shown on July 20th, only in Chicago.

PARAMOUNT
TRADE SHOWS
July 20th and 21st, 1950

RAY MILLAND · HEDY LAMARR
MACDONALD CAREY · MONA FREEMAN
HARRY CAREY, Jr. in
"COPPER CANYON"
A JOHN FARROW Production
Color by TECHINCOLOR
Produced by Mel Epstein · Directed by John Farrow · Screenplay by Jonathan Latimer · Story by Richard English
Giant, Twin Open-Air Theatres Switch to "National" "Hitex" Carbons!

The Twin Open-Air Theatres in Oak Lawn, Illinois, wishing to give their patrons the finest, brightest projection available, are now using "National" "Hitex" Super High Intensity projector carbons. These two 63-foot screens, back to back, serve approximately 1000 cars each. The working distance between aperture plate and screen is 265 feet.

Obviously, in open-air theatres, projection light of terrific brilliance and power is a must. The new "Hitex" carbons provide the brightest point source of light ever produced by man for motion picture projection. This light is perfect in color balance, too. When you use "Hitex" carbons, you've got the best money can buy!

For complete information, write to National Carbon Division, Dept. MP.

The terms "National" and "Hitex" are trade-marks of NATIONAL CARBON DIVISION UNION CARBIDE AND CARBON CORPORATION 30 East 42nd Street, New York 17, N. Y.

District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

NOW...DOUBLE LIGHT AT NO EXTRA COST!

Specify the new and improved "Eveready" No. 1050 flashlight battery and you get more than double the usable brilliant white light for critical uses than is available from any other flashlight battery National Carbon has ever made. The battery is leakproof...NO METAL CAN TO LEAK OR CORRODE.
This is why—
U.S. Troops fight in Korea!
7th Fleet Guards Formosa!
U.S. Drafts Men for Asia Duty!

Prelude to Korea
The "DEATH OF A DREAM"

Another first from Eagle Lion classics!
Now Playing at Embassy Theatre on Broadway!

Written and narrated by
QUENTIN REYNOLDS

Embassy Productions Inc. Presentation
A United World Films Production • An Eagle Lion Classics Release
U. S. Demands Seen Speeding Pact Solution

Penalty and Bonus Plan Still Stumbling Block

LONDON, July 19.—The U. S. delegation's dramatic demand yesterday for full convertibility in dollars of industry funds earned in the U. K. is gaining support by British Board of Trade officials as an opening move in negotiations expected to develop a solution within a matter of days, it was learned here today.

No meeting of either side of the negotiators was held today but it is understood talks occurred between the U. S. Embassy and the Foreign Office on the subject of film remittances. The feeling here is that further talks will be prolonged, yet it is known that Eric Johnston, Motion Picture Association of America president, is definitely due in America by Aug. 2. Johnston will be a guest of J. Arthur Rank at the latter's country home tonight.

It is generally accepted here that (Continued on page 8)

More Banks Slate Independent Film Financing: Seltzer

A number of American banking institutions that have never engaged in independent motion picture financing are currently "eyeing possibilities seriously," according to independent Hollywood producer Frank Seltzer. Here for the opening at the New York Paramount of his latest film, "711 Ocean Drive," which Columbia is releasing, Seltzer said yesterday (Continued on page 8)

Bankers Trust Loan Policy Unchanged

New production loans in process for Sidney Buchman, Edward Small and Louis de Rochmont, involving approximately $300,000, do not signify any change in the production financing policy of Bankers Trust Co., D. C. Hickson, vice-president in charge of film loans, asserts.

Bankers Trust has approximately $20,000,000 out on loan in the industry, exclusive of the above three (Continued on page 8)

Defense Plan's Impact On Industry Uncertain

TV Takes Truman's Message on Korea To Para. Screen

Full audience for the late show at the Paramount has here last night had its entertainment as usual along with a full-scale television view of President Truman as he spoke from Washington on the Korean crisis. Cabled to all New York stations, the telecast was picked up by the theatre with the specially-designed Paramount TV equipment.

Photographed from a standard tube with the film processed and projected on the large screen in less than 60 seconds, the video images were clear (Continued on page 4)

COMPO Officially Throws In Sponge on Tax Repeal

Washington, July 19.—The tax committee of the Council of Motion Picture Organizations has officially thrown in the sponge on the campaign to reduce the admission tax at this session of Congress.

Members of the committee voted "Yes" when queried by chairman Abram F. Myers whether the committee should halt all industry communications to Congress for tax relief and assemble the committee's records and turn it over to COMPO.

Accordingly, a letter is going out to all Congressmen who pledged themselves to tax relief, thanking them for their support and saying that the industry recognizes that the national interest comes first and that it does not see how Congress could do otherwise than defer action on the House-ap

Harmon in Capital On Intl. Situation

Washington, July 19—Francis Harmon, selected by the Motion Picture Association of America to act as liaison with the government during the present international emergency, was here today lining up appointments for next Tuesday with top officials of the State and Defense Departments and National Security Resources Board. Harmon will endeavor to find out exactly where the film industry fits in the government's mobilization plans.

Industry Campaign Under Way In U. K.

London, July 19—The industry's "Better Business" campaign is well under way, as suggested originally some weeks ago by Charles Einfeldt, 20th Century-Fox advertising-publicity manager.

Exhibitors have agreed to the scale of rentals for the 12 special industry shorts and the first subject will be released Sept. 18. Free posters will be
**Personal Mention**

**KAY HARRISON,** Technicolor director, and Mrs. Harrison and **Irving Felx,** publicity manager for **Jack Benny,** are among passengers who will arrive here today from Europe on the U.S. S. Queen Elizabeth.

**SAMUEL GODFREY,** Jr., and **Jennifer Howard,** daughter of the late **Clare Fairchild,** actress, and the late **Sydney Howard,** playwright, are to be married at the end of August in Berkeley, Cal.

**William Heath,** Republic sales manager at Omaha, is in the Veteran's Hospital, Lincoln, Neb., recovering from injuries suffered in an automobile accident.

**William Powell,** formerly manager of the Parkway Drive-in, Springfield, Mass., has joined Phil Smith Theatres as midwest district drive-in manager.

**David Diamond,** monopropertor, who returned to Hollywood from New York on Monday, will leave there today for San Francisco.

**George E. Sawyer,** manager of the Victory Theatre, New London, Conn., is recovering from an appendectomy.

**Mitchell Rawson,** of M-G-M's publicity department is in St. Vincent's Hospital here recovering from a broken leg.

**Robert Goldstein,** New York representative of the U-I studios, is in London.

**Sam Germaine,** 20th Century-Fox salesman at New Haven, has returned to his office following an operation.

**E. A. Dupont,** producer, left here yesterday for the Coast.

**E. J. ManNix,** M-G-M studio executive, who has been in Rome on location, left here yesterday by plane for Hollywood.

**Roger Albert,** Motion Picture Association of America's director of educational services, was in Omaha this week to address the Audio-Visual Aid Workshop conference sponsored by the University of Omaha.

**James M. Mead,** former U. S. Senator from New York, was the guest of the Coast Society of Independent Theatre Owners at a luncheon yesterday at Perino's, Hollywood.

**Charles Ryveck,** of Columbia's home office pressbook department, and Mrs. Ryveck are the parents of their first child, **Mitchell Jr.,** born at Brooklyn Jewish Hospital.

**Cly Howard,** Paramount writer and associate producer, is in New York following a Berunnada vacation and will leave Friday for the Coast.

**Alfred Hitchcock,** director, and **William Guthe,** head of Warner's publicity department, are in New York.

**Lamar McGarity,** of Columbia's booking department at Atlanta, and Mrs. McGarity are the parents of a daughter.

**Pitt Holmes,** of M-G-M's Memphis sales staff, has returned there from New York and Washington.

**Henry L. Nathanson,** president of M-G-M of Canada, has returned to his Toronto headquarters.

**Morre Goodman,** Republic publicist, is in San Francisco from Hollywood.

**Coming Events**

**July 26-27—**National Allied Caravan meeting, Chicago.

**July 26-27—**Allied Exhibitors Association of Illinois meeting, Chicago.

**Aug. 9—**IATSE executive board meeting, Hotel Statler, Detroit.

**Aug. 10-13—**IATSE district representatives meeting, Hotel Statler, Detroit.

**Aug. 14-18—**IATSE 40th biennial convention, Masonic Temple, Detroit.


**Rosenquest to Buy For Warner in N. J.**

Harry E. Rosenquest has been named Warner Theatres film buyer for the New Jersey zone by Harry M. Rosenquest, president and general manager. Rosenquest goes to New Jersey with a background of 30 years in distribution and advertising.

He started with General Film; then went to Vitagraph. He was assistant to the sales manager for Preferred Pictures and then joined Universal. He joined Warner 21 years ago as Central division manager of Vitaphone. He was promoted to assistant sales manager of Vitaphone from which post he was promoted to the film buying department of Warner Theatres as short subjects buyer, and was then made feature buyer.

**Cal. Theatres Assn. Reelects L. S. Hamm**

*San Francisco, July 19—*New officers elected at the California Theatres Association luncheon here are L. S. Hamm, president; Ben Levin, first vice-president; Jerry Zigmond, second vice-president; Graham Kisslingburg, secretary; H. P. Franklin, treasurer; Paul Heid; Maurice Kalmine, treasurer; Alan McGinn, public relations, and Charles M. Thall, executive manager.

**Jim Fater Is Named Columbia Manager**

*Buffalo, July 19—Jim Fater, salesman in the Central New York territory for Columbia, has been appointed manager of the local exchange of the same company, succeeding Phil Fox, who was recently promoted to the management of the Columbia office in Cincinnati.

**'Sunset' to Follow 'Men'**

Paramount's "Sunset Boulevard" will not go into Radio City Music Hall here on August 17, as previously announced, but instead will follow United Artists' "The Men" at that theatre. A later date will open at the Hall today.

---

**Advance Events for 'Arrow' Premieres**

**Broken Arrow,** Okla., July 19.—Statewide preparations for a schedule of features based on the efforts of the 3,000 citizens of this frontier city, who are participating with the population of Oklahoma in gaining momentum since news that 20th Century-Fox's "Broken Arrow," proclaimed by Tulsa's Mayor George H. Stoner, who has joined with that city's Chamber of Commerce in holding an outdoor luncheon to be attended by civic and social leaders, merchants, more than 100 representatives of American Indian societies; mayors of neighboring cities; entertainers and theatremen.

Fifty-five key city nationwide openings have been set for 20th Century-Fox's "Broken Arrow," following its world premiere in Oklahoma City here to-night. Majority of the bookings are for next month.

**'Art' Film Opens in 12 N. Y. Theatres**

J. Arthur Rank's "A Run for Your Money," released by Universal-International, will open Tuesday in 12 Greater New York theatres in a saturation booking termed unusual by U-I for an "art" picture. The theatres are pooling advertising budgets to back the day-and-date engagement with joint newspaper advertising.

Participating are the Gramercy Park, Eighth Street Playhouse, Embassy, Empire and Forty-Second Street Playhouse in Manhattan, the Asot in the Bronx, Vogue in Brooklyn, Loew's Astor in New York City, Park, Mt. Vernon, Fox, White Plains, and the Squire, Great Neck.

**There's no getting away from it...**

**will pay off for you IF YOU HANDLE HER RIGHT!**

**starring Ann SHERidan • Victor MATURE • David WAYNE**

**Come Out and See Us**

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kahn, Editor; Terry Ransay, Consulting Editor; 287 South Broadway, New York, N. Y., 1950. Telephone Circle 7-3100. Address: "Quigpueblo," James Cardinal, 150 Park Avenue, New York, N. Y. Subscription rates: $3.00 per year, $5.00 per two years, $6.00 per three years. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 15c.
AS ONLY
JAMES CAGNEY
CAN PORTRAY IT!

The crimson-stained career of Ralph Cotter, thug with a heart — of ice!

"KISS TOMORROW GOODBYE"

WARNER BROS: new Cagney hit out-thrills them all!

ALSO STARRING
BARBARA PAYTON • HELENA CARTER • WARD BOND
LUTHER ADLER • BARTON MACLANE

PRODUCED BY
WILLIAM CAGNEY
WARNER BROS.

DIRECTED BY GORDON DOUGLAS
Screen Play by Harry Brown from Horace McCoy's "Kiss Tomorrow Goodbye"
A CAGNEY PRODUCTION DISTRIBUTED BY
Film Stocks Rise On Korean News

Some film stock quotations pushed upward with the general market rise yesterday as news from Korea brightened. Lees's and United Paramount Theaters showed the greatest gains, the former closing at 554, up 11/2 and 1TP closing at 414, up 11/2. Advances were also registered by Paramount Pictures, closing at 153, up 1/4; 20th Century-Fox, closing at 19, up 5/8, and Warner's, closing at 125, up 3/8; Columbia, HBO Radio and Republic closed with no change at 11, 61/2 and 31/4 respectively. Universal, however, made a 53/8, off 7/8 after Tuesday's gain of 5/8.

Defense Plans
(Continued from page 1)

to the burgeoning television industry.

The film industry will probably also be helped by the fact that people will once again need escape and diversion from the recent production and war effort. Again, however, it may be hurt by the fact that some inflation is almost certain, and that due to this and higher taxes there will be less to spend on entertainment.

Some Curbine Vermifuge

Even if Congress balks at giving the President the all-out economic controls he asks, it will at least appear to prove some sort of voluntary allocation on critical materials, and even this would probably curb theatre building.

The higher taxes, whenever asked, probably will not be enacted until December or early next year. Even with the critical situation, Congress does not feel like enacting a tax boost before the fall elections.

New Republic Unit Chartered in Albany

ALBANY, N. Y., July 19.—Republic Pictures of Italy, Inc., has registered for a corporate certificate here. Incorporators are Douglas T. Yates, Harry Marcus and Rene A. Durand. The new unit, with headquarters in Rome, will be used as a distribution office for Republic in Italy. Henry Lombrosa, Republic's supervisor in Rome, will head the distribution office.

U. S. Information Plan Held More Important in Crisis

Washington, July 19.—The State Department's Advisory Commission on Information, set up to guide the Department on its overseas information program, has told Congress that the Korean war made it more important than ever that the program be expanded.

"The Korean aggression," the Commission said in its semi-annual report, "has made it all the more imperative that the intensity of our effort to give the true picture of America, her intentions and actions, than it has ever been before."

The Commission expressed strong approval of President Truman's recent request for an additional $89,000,000 for the information program during the current fiscal year. A House appropriations sub-committee has opened hearings on the request.

Truman's Message
(Continued from page 1)

and well lighted, the quality being up to any of the numerous past events which the Paramount has reproduced. Obviously it was "strict for many in the audience which was made up in part of tourists who their home towns cannot boast of theatre TV—or almost as—the reality taking place.

President Truman's address began at 10:30, EST, fitting in smoothly with the theatre's program schedule. The last stage presentation concluded at 10:20, resulting an interval of only four minutes. Two running of the feature, "711 Ocean Drive," followed the video showing with the break coming at 2:50 this morning.

MPIC Pledges Aid
(Continued from page 1)

industry in case of a war emergency. The organization devoted its regular meeting to an exhaustive review of the services rendered by the Hollywood Victory Committee and similar bodies created during World War II. The meeting was to form a joint venture with the MPIC, and discussed ways for combining the necessary functions in a unified manner.

The meeting, still in progress at press time, also was to take up the selection of a representative to attend forthcoming conference of the MPIC, the Motion Picture Association of America and the Society of Independent Motion Picture Producers with the U. S. State Department at latter's invitation.

Move to Alleviate Film Import Duty

WASHINGTON, July 19.—The House Ways and Means Committee has approved a bill sponsored by the Motion Picture Association of America to permit imports for film working films to use magnetic sound film or tape on features, shorts and newsreel shipping classes.

The present tariff act taxes import of film on a linear foot basis. The same rate applies both to the photographic portion and to the photographic sound track, usually imported separately.

Recently, however, new processes have been developed for recording sound, including magnetic film and tape, and the companies have contemplated using these to slowly set those films abroad. But the Customs Bureau has told them the magnetic film or tape would be taxed on an of tape width, involving much complicated figuring of the sound track's value and the studios have held off using the new processes.

King (D., Calif.) introduced a bill which would tax magnetic film or tape at the same rate as film, or at 1 vie foot, just as most present sound track is taxed, and which would allow film or tape on sound tracks to come in duty-free, just as regular newsreel sound tracks now enter. This measure has been reported out by the Ways and Means Committee.

Para. Sets 12-City Tour for Heston

Paramount has scheduled a 12-city tour for actor Charlton Heston to promote his first film, "Dark City.""Will Wallis production for Paramount release.

Paramount advertising and publicity vice-president Max M. Youngstein and Jerry Pickman and Sid Mesibov of the home office have alerted Paramount fieldmen and sales representatives in 12 major metropolitan exchanges to be visited by Heston. To date these include: Boston, where Heston will begin his former ban-18, and the following cities: Philadelphia, Aug. 9-10; Washington, Aug. 11; Cleveland, Aug. 14; Detroit, Aug. 15-16; Chicago, Aug. 17-18; Kansas City, Aug. 21; St. Louis, Aug. 22; Dallas, Aug. 23; and Atlanta, Aug. 24-25.

Michalson to Realert; Seattle Office Moves

William Michalson, former 20th Century-Fox publicist, has joined the Washington Realert campaign as a combination salesman and publicist. Realert's Seattle distributor, Favoritc Films, has moved into the quarters formerly used there by Film Classics.

Kaufman to M-G-M

Ben Kaufman has been named to M-G-M's field press relations department as a publicist and inter- nal promotion manager, and will leave in a few days for Buffalo to take over the Eastern-Albany area. He has been under- taken by Floyd Fitzsimmons who was recently transferred to Boston.

See Present Crisis Benefiting Industry

Washington, July 19.—The current economic situation may be of benefit to the industry, according to some forecasters here. They see people turning back to films for escape and entertainment, the industry's role in producing films for the defense effort and promoting the expanding Armed Services, and the likelihood that television, the industry's major competitor, will be sharply curtailed. Television is generally being directly warned. They forsee controls on buying television sets being enforced, which will cut sales to practically nothing, and more material curbs which will cut set production sharply.

Tax Repeal
(Continued from page 1)

proved tax bill pending clarification of the international situation. When the war clouds pass, the letter adds, Congress should vote to eliminate the admission tax.

Myers said the tax committee staff would spend another two to three weeks to get the bill into shape and that would be the end. He added that he did not favor keeping the commission afloat and bringing the chance the President might propose a boost in the admission tax as one of the ways of preventing the increased defense spending. If and when such a boost were proposed, he indicated, COMPO could set up a new committee.

The President in his message to Congress today gave no indication of exactly what increased taxes he would propose. He said that in increasing taxes, "We must provide for a balanced system of taxation which makes a fair distribution of the tax burden among the different groups of individuals and business concerns in the nation."

Myers said he thoroughly agreed with a literal interpretation of this recommendation. The President does not says taxes should be fairly distributed among the business groups, I completely agree," he said. "We cannot add to the burden of industries like the motion picture industry, already struggling as one of the industries that should be more heavily taxed under the present set-up. He refused to predict whether the President's final tax recommendations would follow the literal interpretation.

Meltzer Quits Telenews

Newton E. Meltzer, Television Producer and president of the radio production company and with the group since the inception of Telenews, has resigned to devote his time entirely to freelance writing and directing.
PRODUCTION OF FOOTAGE WITH COLOR BY TECHNICOLOR PASSES TWO BILLION MARK

This footage would encircle the Earth 15 times.
To run through a projector would require 42 years.
Shown on the motion picture screen, it has provided inestimable pleasure to countless millions.

TECHNICOLOR
IS THE TRADE MARK OF
TECHNICOLOR MOTION PICTURE CORPORATION
HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER
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<td>Aug. 6</td>
<td>Beware of the Dog</td>
<td>PAUL STERNER</td>
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<td>JOHN ARTHUR</td>
<td>D-53 min.</td>
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<td>Aug. 13</td>
<td>Streets of Gold</td>
<td>GENE KROLL</td>
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<td>A LADY WITHOUT PASSPORT</td>
<td>HELEN LLOYD</td>
<td>D-51 min.</td>
<td>(July Releases)</td>
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(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action. Production Numbers Are in Parentheses. Rev. is Motion Picture Daily Review Date.)
Reviews

"Death of a Dream"
(United World Eagle Lion Classics)
A TIMELY, informative and potently exploitable 45-minute feature documentary is presented here by Embassy Productions, Inc. "Death of a Dream," sub-titled as "Prelude to Korea," borrows its timeliness from the fact that its main point of argument—that the fate of China is the key to the world's political future—has been graphically demonstrated by the recent outbreak of hostilities in Korea.
Written and narrated by Quentin Reynolds, the film pursues a swift course across the thread of political and military events of the last four decades. With virtually all the material presented will be familiar to regular viewer of newsreels, the newscast clips were the principal source of the footage used, the events unfold on the screen with vibrancy and speed, making for exciting watching and listening.
Hitler, Mussolini and the Jap war lords in their heyday are shown, and there are shots of President Wilson during the days when the League of Nations was to re-explode with force and fury, lending emphasis to Reynolds' persistent admonition that Soviet Russia has conquered China by means of the Chinese Communists with a view to stabilizing at non-Communist areas. He suggests that the U.S. made a mistake in not supporting the Chinese Nationalists to the hilt, and urges that we now adopt the strategy of boycott of Communist China.

Charles L. Frake

"Trial Without Jury"
(Republic)
"This Trial Without Jury" presents a murder mystery of standard proportions. Some special interest is provided by the fact that the story has its background in the theatre, but the general development of the plot, and the acting are of an ordinary nature.
Featuring are Robert Rockwell, Kent Taylor and Barbara Fuller who do their best with the script by Albert DeMond. The story has Kent Taylor as a playwright who quarrels with a big producer over the quality of the former's latest effort. After a violent argument he is found murdered and everyone who has had anything to do with him becomes suspect.
The playwright is one of the chief suspects but his fiancée, Audrey Long, whose brother is handling the case for the police, gives the writer an idea: for him to revise the play to include several aspects of the case. In this way it is hoped the killer would reveal his identity. This is done and sure enough, the murderer turns up. Not only that, but the play turns out to be a big hit because of the unusual twist in the climax.
Philip Ford, the director, and Stephen Auer, associate producer, have wrapped up the yarn with a minimum amount of suspense. There is some attempts made at investing the footage with some fisticuffs and other action but, generally speaking, the lightweight story line cancels out any real effectiveness.
Running time, 60 minutes. General audience classification. Release date, Aug. 7.

"While the Sun Shines"
(Associated British-Stratford)
A QUIETLY humorous British-made picture, "While the Sun Shines" is a good example of the type of comedy that has been pulling in the customers at art theatres. Ronald Howard, who heads the cast, and does a first-rate job can hardly consider a marquee attraction as the son of Leslie Howard, and is very similar to him in looks and speech. Other principal roles are excellently handled by pretty Barbara White, character-actor Ronald Squire and Ronan Colleeno, Jr., who portrays a caricature of a brash American in entertaining fashion.
Young Lord Harpenden, played by Howard, despite wealth and title is unable to raise the level of ordinary humor. A hospitable gentleman, Howard plays host to Colleeno and to Frenchman Michael Allen. There are complications as Colleeno falls in love with Barbara and Squire, a horse-loving duke, interferes, but finally, with the aid of Brenda Bruce, everything is straightened out.
Terence Rattigan and Anatole de Grunwald wrote the clever screenplay from Rattigan's play of the same name. Anthony Asquith directed and de Grunwald produced.
Running time, 82 minutes. General audience classification. Release date, June 20.

Florman Heads TV Cameramen's Unit

The Association of Documentary and Television Film Cameramen announces the election of new officers as follows: president, Arthur Florman; vice-presidents, Victor Solow and Leonard Sylver; secretary, John Fletcher; treasurer, Manny Alpert; elected as members of the executive board were John Carroll, Richard Leacock, Albert Monument, Max Glori, Jack Pill, William Schwartz, Robert Hart and Victor Konow.

Canadian Theatres Being Remodeled

TORONTO, July 19—Eastern Canadian theatres are closing for extensive alterations on a scale not seen for a decade.
Two local houses, Famous Players' Beach Theatre and 30th Century's Belsize, have closed, and the Oute- mondt Theatre, Montreal, has just reopened following a number of alterations. The Brantford Theatre, at Brantford has closed for the summer and will reopen in the fall.

"If ever a picture had appeal for the entire family, this is it!"

BOXOFFICE

WORLD PREMIERE, CHICAGO THEATRE, CHICAGO, AUGUST 11th
Prepares Case In Trust Suit

Cleveland, July 19.—Seymour Simon, Chicago attorney, is in town taking depositions in the anti-trust suit against eight distributors in behalf of Castle National Theatres Corp., owner and operator of an outdoor theatre circuit.

In a suit filed originally in the Federal Court of Chicago and later transferred to the Federal Court in Cleveland, the complainant charges inability to use "suitable" pictures for in-Willics and Fairview drive-ins and seeks "equitable relief."

"That the complainant is seeking a run irrespective of the first-run neighborhood of luxe houses, namely Warner and 35 days from other distributors. Names as defendants are Paramount, 20th Century-Fox, Warner, RKO Radio, Columbia, United Artists, Loew’s and Universal-International."

Maltz, Bessie, Ornitz Want Sentences Cut

Washington, July 19.—A reduction in the $1,000 fine and one year jail sentence given to Albert Maltz, Alvah Bessie and Samuel Ornitz will be sought on Friday.

They were sentenced after being found guilty of contempt of Congress procedure by the U.S. House of Representatives’ Committee’s investigation of alleged Communism in Hollywood.

Judge Pine, who sentenced Maltz, Bessie and Ornitz, is slated to start his summer vacation next week, and defense attorneys said the motion had to be made before he left due to time limitations on when such a motion could be filed. Similar requests for five other former Hollywood workers found guilty in the same proceedings will probably be made later.

‘Stella’ Debut Cause Of Louisville Ado

Louisville, July 19.—Tied in with the Kentucky Mid-Century Homecoming Commission, the premiere of 20th Century-Fox’s “Stella” at the Rialto Theatre here took place tonight with a wide assortment of festivities arranged to make the day one of the liveliest in recent Louisville history. A public square dance, a parade and various appearances by a Hollywood contingent headed by Victor Mature were highlights.

Britain’s Restraints on U.S.Films Being Used Against British Films Elsewhere

London, July 19.—Britain’s policy of imposing restrainers of many varieties on American films gradually is catching up with the home product in world markets, many of which now are copying British methods and applying them to British films.

Not only has France applied an irksome quota against British films. Other nations are adopting currency “freezing” restrictions, originated by Britain against U.S. films. The recent annual report of the British Film Producers Federation also revealed that about £750,000 ($120,000) is tied up abroad. And how British producers could use that now.

The BFPA report claims that the government could do much more to use its bargaining powers to obtain better conditions for British film producers in many countries.

But the U.S. government has been able to do little toward obtaining better conditions for British films in Britain. Moreover, the American industry’s opposition to trade restrainers here has been based in large measure on the conviction that they would become a precedent in the world market.

More Film Financing: Seltzer

Continued from page 1

that banking groups in New York and Philadelphia particularly appear desirous of investing in independent productions.

What has opened the independent production field to financial institutions that heretofore were prone to deal out of it is the tightened policies of the Bank of America in Los Angeles, Seltzer said. As far as the independent producer is concerned, he added, “Los Angeles financing is dead.” So “stringent” now are Bank of America’s terms for a loan that the independent “may as well come up with all the money himself.”

Seltzer, who borrowed $200,000 for the making of “711” from Chicago’s Continental Illinois Trust and Savings Bank with an insurance policy as collateral, reported that the Bank of America “will advance 50 per cent of the negative cost on a 100 per cent guarantee for the first 90 days of release, based on an estimate of residuals toward the end of that guarantee period, and will then relinquish the guarantee if 70 per cent of the estimate equals or exceeds the amount of their 50 per cent.”

“Of course,” the producer added. “Stocks the Bank of America for adopting this policy.” Seltzer reminded that the institution is at present “sitting with 12 completely sour pictures,” pictures that represent bad investments for the bank. He described the Los Angeles bank’s present policy in the financing of independent productions as stemming from abuses which the “promoter” type of producer perpetrated during the hush, hush. Pointing out that many producers were in the minority and by no means representative of the independents, Seltzer said that many pictures were used to “grab theirs” and make the recoupment of investment the “secondary consideration.”

Bank of America’s “imposts,” as Seltzer termed them, “will benefit the industry by eliminating the promoting element, he believes.

Among the New York and Philadelphia banks that are now “eyeing” potentialities is a New York “group,” that already has undertaken financing of an unidentified picture which United Artists will release, Seltzer said.

The producer, who previously released three pictures of modest budgets through 20th Century-Fox, reported that “711” cost approximately $500,000. It would have cost only $750,000 to produce, he added, if he had not been prevented by Las Vegas “personalities” from filming the picture on location there. He claimed that producers were intent on sabotaging the film because of its relevations.

Bankers Trust Loans

Continued from page 1

loans which have not been closed yet. Hickson said, That is evidence, he pointed out, that the bank has been for some time, and still is, willing to loan good “risks” in the independent production field.

The Buchman, Small and de Rocher loans, when closed, will be for 50 to 60 per cent of the total production budgets, with their distributor, Columbia, providing the money. The interest of the bank in participating, on similar arrangements, in the $10,000,000 financing contemplated for the Jerry Wald-Norman Krasna unit for RKO Radio was confirmed.

U.K. Campaign

Continued from page 1

distributed and trade papers will carry messages during August.

“Let’s Go to the Pictures” has been officially adopted as a slogan and will appear on advertisements throughout the country.

In addition, a successful approach has been made to the British Broadcasting Corp., which has agreed to the televising of an 18-minute trailer giving excerpts from current releases and short features in televising the industry shorts.

US Demands

Continued from page 1

the penalty and bonus plan regarding use of blocked funds for production of short features, companies, as advocated by Harold Wilson, president of the B.O.T., is the chief stumbling block to negotiations at present.

Pickford and U.A.

Continued from page 1

and Max Kravets, corporate secretary.

The group is slated to hold its initial meeting on July 29, since acquisition of control by the McNutt interests here today.

Restrain Rogers Rodeo

Roy Rogers and Republic Pictures were granted a continuation of an injunction restraining the Rogers Rodeo from any advertising which the public to believe the film star was associated with the rodeo, which was granted in Ebenburg. A California Circuit Court yesterday, the Republic home office reports.

To Film TV Shorts

Having reached an agreement with the American Federation of Musicians, the studio was to be the first in the East for television production. The Tele-Rex Co. will proceed to make a series of TV shorts to be produced in New York and Hollywood, according to Elliot Daxe, executive vice-president.
New or Old Picture? Let Patrons Know
Los Angeles, July 19.—National Theatres has issued the following instructions to its several hundred managers:

"If you think there might be any confusion in the public's mind that a picture (because of a familiar title) might be a reissue, don't call it a reissue. Don't call it anything. Let the same screen be used for both pictures and let the public by failure to bill the picture as a reissue."
This scene, from the moment of its conception, had dramatic possibilities. But it was the director of photography who made them more than possibilities.

His was the creative skill, the spectacular, interpretive use of light that produced actual drama, vivid, gripping . . . his the perceptive use of photography that made the scene an intense moment of visual reality.

To get the utmost from his special skill, his creative ability, the director of photography naturally wants a superior film, one on which he can depend, one perfectly suited to the conditions and circumstances under which he's working. That's why he so often prefers Eastman Plus-X for general studio and outdoor use . . . and why he turns to Eastman Super-XX for use under adverse lighting conditions.
United Para.'s 6-Month Net Is $5,660,000

Third Quarter Prospects Good, Goldenson Reports

United Paramount Theatres, Inc., has consolidated earnings of $2,467,000 for the second quarter of 1950 which, with the first quarter's net of $3,193,000, brings the total for the first six months of the circuit's operations to $5,660,000. Leonard H. Goldenson, president, reported here yesterday.

This includes a net on capital gains of $51,000 for the first quarter and $120,000 for the first six months of $1,051,000.

Pro forma statements issued by Paramount Pictures Inc. prior to its reorganization show that Paramount Theatres, as the domestic subsidiary of the parent had a net profit of $1,051,000.

United Para. Pays Blank and Branton $4,378,000 in Split

United Paramount will pay $4,378,000 to A. H. Blank and Ralph Branton for their 50 per cent interest in Tri-State Theatres, Des Moines, under the deal which gives United 100 per cent ownership effective late this year. Leonard H. Goldenson, United Paramount president, disclosed the terms yesterday.

As previously announced, Blank will continue with the circuit as president and Branton will stay on as general manager under employment contracts with United. The deal provides for a cash payment of $2,000,000 and the balance.

Rembusch Bids For COMPO War Role

FRANKLIN, Ind., July 20.—Truman T. Rembusch, national Allied president, today issued a strong appeal for action by COMPO to establish itself as the industry's representative in connection with the war effort.

"I feel strongly," Rembusch declared, "that industry activities should be carried on through.

21 Films Get 'Excellent' Rating from Goldenson

Of the current crop of films now in release or awaiting release shortly, a total of 21 of nine competing companies are considered "excellent" by Leonard H. Goldenson, president of United Paramount. The attention which Goldenson gave to the product of companies other than his own is rather unusual.

"We have screened and viewed most of the pictures which are in release or will be released in the next few months and there are a great many excellent pictures among them," he told stockholders at a quarterly report yesterday. Goldenson listed the following:

Paramount: "Sunset Boulevard," "Fancy Pants," "Dark City" and "Union Station." M-G-M: "Father" (Continued on page 4)

France Agrees to Review Film Pact; Expect Nov. Meet

WASHINGTON, July 20.—The French government has agreed to review the present Franco-American film agreement, but negotiations probably will not begin until November, U. S. State Department officials here disclose.

The Motion Picture Association of America objects to the present agreement because of the limit on U. S. imports of 121 features a year, and several of its provisions. Preliminary discussions have been held among officials of MPAA, the French government and the U. S. Embassy in Paris.

Tait Will Seek Tax Cut 'War or No War' He Advises Myers

WASHINGTON, July 20.—Senator Robert A. Tait of Ohio, chairman of the Senate Republican Committee and a key member of the Senate Finance Committee, will press for a reduction in the admission tax to 10 per cent—"war or no war."

Tait stated his intention of offering such an amendment to any bill to increase taxes in a letter to Abram F. Myers, chairman of the Council of Motion Picture Organization's tax committee. Earlier in the week, Tait (Continued on page 4)

U. S. Calls Film Groups to Overseas Program Meeting

Gov't Orders More Prints for Needs Of Korea Fighters

WASHINGTON, July 20.—The State Department has asked production groups to a meeting here to discuss how the industry can help in the expansion now under way for the Department's Overseas Information Programs.

Assistant Secretary Edward W. Barrett has invited the Hollywood Motion Picture Industry Council, the Motion Picture Association of America and the Society of Independent Motion Picture Producers to send representatives to meet with top Department officials in the (Continued on page 5)

New Financing For UA Being Set by Owners

$2 Million for Operations, State Production Fund

The Paul V. McNutt group which has taken over control of United Artists is ready to replenish the UA treasury in the amount of $2,000,000 for operating purposes and has negotiations underway with bank interests to establish, additionally, a revolving fund of extensive proportions to finance production, it was stated by reliable sources here yesterday. The specific amount of production money to be made available has yet to be determined.

Meanwhile, reports in New York's financial district have it that American International Underwriters, which deals primarily in insurance, is backing McNutt in the UA project. The (Continued on page 4)

Kelly Quits as UA Vice-President, Effective Aug. 1

Arthur W. Kelly yesterday formally announced his resignation as executive vice-president of United Artists, to become effective on Aug. 1. He said he has no immediate plans but will occupy an office in the UA home office building.

Long associated with Charles Chaplin, until recently co-owner of the company, Kelly had full autonomy in managing UA's foreign operations. He joined UA shortly after World War I as treasurer and later was appointed a vice-president. He left the company in 1944 to become associated with J. Arthur Rank and rejoined UA in 1947.

Backs COMPO, Hits At 'Irresponsible'

Hitting at "irresponsible assertions and innuendoes" Ned E. Depinet yesterday pledged full cooperation in the establishment of COMPO provided it did not interfere with his responsibilities as president of RKO.

"It is generally my practice to ignore rather than to contradict irresponsible assertions and innuendoes," (Continued on page 2)
NEWS
in Brief...

Oscar A. Morgan, general sales manager for short subjects and Paramount News, reveals that the Korean war situation has resulted in a sharp upswing in the demand for newsreels all over the country and that branch managers are now getting more inquiries on news bookings than they have had in a long time.

Washington, July 20.—House-Senate conferences on the Social Security Bill today agreed to require bandleaders of name bands appearing at theatres to pay social security taxes for the bandmen, rather than making the theatre owners pay.

Cincinnati, July 20.—Allan S. Moritz, manager of the Columbia branch here for 20 years, and previously in charge of the Pittsburgh branch, is resigning at the end of the month to devote his time to his theatre interests in Louisville. Moritz, chief barker of the Cincinnati Variety Club for two terms, is also national representative of Variety Internationally.

Cincinnati, July 20.—Eddie Ries, co-owner of the World's Fair Theatre, is the winner of Paramount's nationwide publicity contest on "The Heroes," the award being a Kaiser automobile.

Paramount branch managers are personally in charge of the Pittsburgh branch, are attending showings of "Fancy Pants," Bob Hope-Lucille Ball starrer, which will be in theatres next week as "sneak" previews.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

Marlon Brando - Teresa Wright in STANLEY KRAMER'S
"THE MEN"
Released thru United Artists
SPECTACULAR STAGE PRESENTATION

711 OCEAN DRIVE

JAMES STEWART in "Broken Arrow"
TECHNICOLOUR

The Andrews Sisters
Laverne-Patty-Maxene

Carol Lynne
DOUGIE BEETZER THAN EVER

MOTION PICTURE DAILY

Personal Mention


Hugh Owen, Paramount Eastern and Southern sales manager, and Joseph Walsh, branch operations manager, will leave here Sunday for St. Louis, Kansas City, Memphis, Oklahoma City and Dallas.

Joseph I. Brenn, Jr., screenwriter and son of the Production Code administrator, and Mrs. Brenn, Jr., became the parents yesterday of a daughter, Mary Christine, born in Hollywood.

Sidney Kramer, RKO Radio short subjects sales manager, will leave here today for a week's vacation.

Ross Mulholand, owner of the Sky-Vue Drive-in, Hubbard Lake, Mich., will leave for Detroit for the Coast at the end of the month.

Stanley Baker, general manager of the Hicks circuit at Baltimore, has returned here from the Coast.

Louis J. Kaufman, Warner Theatres executive, will return here over the weekend from Pittsburgh and Cleveland.

George Kenner, formerly with Columbia as a booker, has joined the Lippert-Cleveland office as a salesman.

Pioneers Dinner and Committee are Set

Bernhard "Battling" for "Fair Treatment"

After having repeatedly declined to discuss causes for the failure of the full consummation of the merger between Eagle Lion and Film Classics, Joseph Bernhard, president of Film Classics and board chairman of proposed Eagle Lion Classics, yesterday issued the following statement:

"I have refrained from giving stories to the press because it will only harm the income being produced on the pictures involved with resultant injurious effects to both the parties. The battle for fair and just treatment should not be fought in the press. Film Classics will continue its course of compiling a proper arrangement between the two companies through whatever phases may be necessary until the existing inequities have been eliminated. The assignee of Film Classics undoubtedly will use the degree of forcefulness required."

A famous artist's unretouched portrait of STELLA'S Uncle Joe

THE 3RD MAN IN HER LIFE

She's due in August!

The Andrews Sisters
Laverne-Patty-Maxene

Carol Lynne
DOUGIE BEETZER THAN EVER

GUY'S REFERENCES

in a formal statement, "However, articles recently published by Weekly Variety and Hollywood Variety are of such character as to warrant a denial because of the several interests involved. These articles have conveyed to their readers that I have been offered, and presumably entertained, some propositions for a full-time, paid post of executive vice-president of COMPO. This is untrue.

"My official and personal relationship to COMPO should be understood by this time. I intend to continue, willing to cooperate in the establishment of COMPO in whatever ways I can, but what I am asked to do does not interfere with my responsibilities as president of Radio-Keith-Orpheum and subsidiaries. My devotion to RKO is unchanged and I have no plans whatever for relinquishing those responsibilities.

"Realization of the ideal of COMPO is not dependent upon any one man. It is dependent upon the constructive cooperation of leaders of all branches of the industry, including the trade press. COMPO is an all-industry undertaking, capable through united action of a vast program of betterment of the motion picture business. A principal objective is the betterment of intra-industry and public relations. Articles of the character referred to above do not contribute to that end."
TODAY
The Industry's News Center Is

TUCSON
Where Paramount Is Staging the Star-Spangled
WORLD PREMIERE of the new
HAL WALLIS Production

THE Furies
climaxing the 21-day "Furies" Festival proclaimed
by Mayor Joseph O. Niemann in Tucson... with
Barbara Stanwyck, Wendell Corey and other
notables inaugurating the Walter Huston Memorial
International Scholarship at the University of
Arizona. Hear about it on the air! Read about it
in the press from coast to coast!

And Today
NATIONWIDE "FURIES" VACATION CONTEST STARTS
Prizes for theatre managers and patrons. All details in pressbook!
Already rehearsed for your city by first 6 "Furies" dates — Los
Angeles, Denver, San Francisco, Salt Lake, Seattle and Portland.

"THE FURIES" starring
Barbara Stanwyck
Wendell Corey • Walter
Huston in A Hal Wallis
Production with Judith
Anderson • Gilbert Roland
Thomas Gomez • Beulah
Bondi. Directed by Anthony
Mann. Screenplay by
Charles Schnee. From
a novel by Niven Bush.
Motion Picture Alliance Starts a Movement to Control US Communists

Hollywood, July 20—Motion Picture Alliance membership last night unanimously adopted a resolution calling on the Los Angeles City Council to take action requiring the registration of all Communists in the area, executive committee chairman Roy M. Brewer announced.

The resolution states action is justified because the city has the second largest concentration of Communists in the country and declares this is a "grave and dangerous threat to the public welfare."

The MPA, of which John Wayne is president, asks all film industry organizations to adopt equivalent resolutions.

United Para’s 6-Month Net

(Continued from page 1)

$5,164,402, for the 2 weeks ended July 2, 1949.

“Mr. We have the business for the second quarter was, on the whole, satisfactory,”

Goldenson said in a letter to stockholders which accompanied the quarterly payment of 50 cents per share. “Prospects for the third quarter are good. Seasonal trends which were rather discouraging in the pre-war period seem to have reappeared. Before the war, our theatre operating income averaged $1,745,000 in the second quarter followed by a rise during the third quarter.”

Earnings at 76c per Share

United Paramount’s direct and indirect circulation of partly owned non-consolidated subsidiaries, not included in the net consolidated earnings, amounted to $670,000.

Including capital gains, second quarter net income, before payment of dividends, was $555,000, and net earnings including dividends of 76c per share on the 3,261,439 shares outstanding on July 1, the first pre-earnings for the six-month period amounted to $740,000.

All regular payments have been made on the debt of the corporation and its subsidiaries and, in addition, pre-payments have been made in an aggregate amount of $1,352,000, Goldenson said in his letter.

The second pre-earnings for the six-month period will be on July 1 amounted to $24,744,000.

Obligations Listed

At the start of its independent operation, last Jan. 1, United Paramount had obligations in the amount of $986,000, of which $816,000 represented the debt assumed by the corporation under the Paramount plan of Paramount Pictures, Inc., and $80,000 represented various obligations of the company.

Goldenson said that net proceeds from the sale of theatres either will be invested in additional expansion, or, if less, will not be applied to the reduction of obligations.

He reported that certificates of interest representing approximately 54% of the outstanding securities have been converted into certificates for common stock. This means control of the corporation’s affairs in the hands of stockholders, rather than the trustee. This was viewed by Goldenson as "wholesome and comforting."

He said, however, that the records show approximately 6,500 owners of 500 shares or less who are free to vote in their shares from a loss of trust but have yet to do so. He urged them to convert their certificates of interest into common stock so they might be free of all voting trust restrictions and receive full dividends which are declared.

United Para Pays

(Continued from page 1)

in notes.

Tri-States has 100 per cent ownership of 34 theatres and a partial interest in 25 others in Iowa, Nebraska, Illinois, and Indiana. Under terms of its consent decree, United is entitled to receive from the ownership 21 of the total of 59 houses and is required to dispose of the remaining 38.

Goldenson also reported that United received $745,000 in payment for its 50 per cent interest in Central States Theatres, also Des Moines, which was acquired by Myron Blank, son of A. H. Blank.

Additionally, the partnership in Richard-Lightman Theatres, operating 15 houses in Arkansas and Mississippi, has been dissolved with United Paramount taking over full control of the theatre and receiving payment of $154,000 from its partners.

A number of individual theatres and properties were sold during the past three months, Goldenson reported, with United Paramount receiving $1,190,000 in cash and notes.

Goldenson Rates 22

(Continued from page 1)

of the Bride.” “Annie Get Your Gun,” “Three Little Words” and “Baby From Outer Space.”


Walt Disney-RKO Radio: Treasure Island.”


Universal International: “Louisa.”

Columbia: “711 Ocean Drive.”

“I am sure that you go to see these films will be not be disappointed,” Goldenson assured United Paramount’s stockholders.

Set $15,000 Contest For ‘Pretty Baby’

Placing national campaign plans for Warner Brothers’ “Pretty Baby,” starring Dennis Morgan, Betsy Drake, and Astrid Allwyn, the advertising department has set into motion a national sendoff for the film with a $15,000 Pretty Baby sweepstakes which is to discover the prettiest baby in America. It will be conducted in cooperation with Libbey, Libby and Libby Foods and Look Magazine. It will begin on Aug. 3, and last for three months, concluding with major playdates.

UA Financing

(Continued from page 1)

reports, which were unconfirmed, were that the financial firm paid $500,000 each to Mary Pickford and Charles Fortier. The plan for the major part of their holdings under a deal which provides for additional future payments was that each would pay to the former UA owners.

Cornelius V. Starr, who is associated with the firm, has been a board member of U. S. Life Insurance, for which McNutt serves as general counsel. Another name reportingly mentioned is Charles Edison, former governor of New Jersey.

The remaining part of yesterday with UA president Frank L. McNamie, corporate secretary Max Kravetz and Miss Pickford—the four comprise the executive committee of the board—in their first formal meeting on UA policy and personnel.

Kravetz in Big Role

It was learned that Kravetz, who was the figure in working out the deal with the McNutt group, will have a role far more authoritative than the title of vice-president, presumably on an even level with McNutt and McNamie in management. Of the three, he is believed to be the most knowledgeable with UA operations and figures as the most instrumental in determining the personnel set-up.

Miss Pickford’s vice-presidency is said to be more or less honorary and a non-salaried position. However, her spot at the executive committee is represented as reflecting the new owners’ respect for her business judgment as well as her personal concern with UA affairs.

Taft Will Seek Exit

(Continued from page 1)

had stated that some excises should be raised to finance the war, and Myers at that time (and think Taft could have had the admission tax in mind.

Today, Myers made public a letter he received from Taft. Taft had asked COMPO representatives, when they appeared before the Finance Committee, whether the depression in the film industry was temporary or permanent. Myers later wrote Taft complaining the situation and telling him that "while hanging is a temporary process, its effects are very permanent.

In reply, Taft wrote that, "My own feeling is the tax should be reduced to 10 per cent, war or no war. If we can at all (and I think a reduction) bill, then I shall advocate such a reduction when the general tax bill comes up, even though it contains a general increase in taxes.”

MPIC Commands Industry Tax Relief

Hollywood, July 20—The Motion Picture Industry Council at its meeting last night adopted a resolution approving the tax repeal fight headed by Sherman F. Myers and Cen Sulli-

van, declaring "although repeal may be a Korean casualty," the fact remains the industry’s case was brilliantly stated, and a new understanding and respect had been won for the industry among legislators and the general public."
U. S. Senator Wiley Commends Industry

Washington, July 20.—The industry was strongly praised on the Senate floor today by Sen. Wiley (R., Wis.) for the great job it has done in cooperation with our Federal government in selling our story overseas.

Wiley said he felt the "dramatic medium of motion pictures" brings to the world, in fact, the most powerful instrument we have for getting across the American story.

20th-Fox to Meet

(Continued from page 1)

vice-presidents Al Lichtman, Charles Einfield and A. W. Smith, Jr., while other speeches will be made by home-office executives W. C. Gehring, assistant general sales manager; Len Jones, executive assistant to Smith; Peter Lecathes, short subjects sales manager, and Roger Denham, division sales manager.

Division managers who will be in attendance include Herman Wolber, Western; Harry Ballance, Southern; Edwin Aaron, Midwest; Martin Moskowitz, Empire State; E. X. Callahan, New England and Arthur Silverstone, Canada.

Subsequent to the Chicago meet, similar conferences will be held in each of the film company's eight divisions.

U. S. Calls Industry Groups

(Continued from page 1)

near future. No exact date has been set.

Francis Harmon will probably represent MPAA, while SIMPP president Ellis Arnall has said either Robert J. Rubinstein or Joseph Borkin will represent SIMPP.

Credits Goldwyn, Others

According to Herbert Edwards, head of the film section of the Information Program, the meeting grew out of statements by Samuel Goldwyn and other producers that they would like to help in telling America's story abroad. "The Secretary felt," Edwards said, "that there was a great interest in the industry in helping the government in this program, and that the best thing to do was to establish some procedures and map out a program."

A House appropriations sub-committee is currently holding hearings on an Administration request for an additional $89,000,000 for the program, over and above the $365,000,000 requested in January.

Edwards said the State Department panel was exclusively on the Overseas Information Program, and was not tied in with other programs for film aid to the government on the home front, in entertaining troops, mobilizing, or other matters. Harmon is scheduled to take up some of these questions in a series of meetings here Tuesday with State and Defense Department and National Security Resources Board officials.

Prints for Korea

(Continued from page 1)

government agencies and the Motion Picture Association of America, following his return from Washington conferences.

Edwards declined to state the number of additional prints now being ordered, declaring that officials of the program that had requested him not to use exact figures. He added, however, that the increase was "straight across the board" and applied to every picture selected by the Service for shipment to the Far East.

Harmon will return to Washington on Tuesday for additional conferences with government officials. The talks will bear on ways and means by which the industry can be of assistance and to discuss necessary steps to be taken by government agencies to protect the status of the motion picture industry as an "important medium of communication and information."

Hollywood Talent Rallys To U. S. Defense Aid

Hollywood, July 20.—The Hollywood Co-ordinating Committee today notified Defense Secretary Louis A. Johnson that industry talent is ready to answer the call to duty. Committee president George Murphy wrote Johnson on behalf of the affiliated organizations that, "It is their wish to convey to you their willingness and desire to volunteer their services and resources toward helping in any way they can in the present national emergency."

Rembusch Makes Bid

(Continued from page 1)

COMPO which is the only all industry organization including in its membership the different elements and facts of the industry, production, distribution and exhibition.

He continued: "Pending the assumption by COMPO of its proper duties and functions in connection with the war effort I have asked our general counsel, Abram F. Myers, who is stationed in Washington, to serve as liaison with the several government departments and agencies in all matters affecting Allied members. Allied cannot consent to being represented in matters of such grave importance by volunteers or others in the selection of whom Allied has no voice."

Paramount In Theatre Trade Shows

Before Audiences

July 24 thru August 7

"FANCY PANTS"

starring

BOB HOPE and

LUCILLE BALL

with

Bruce Cabot • Jack Kirkwood

Color by TECHNICOLOR

Produced by Robert L. Welch
Directed by George Marshall
Screen play by Edmund Hartmann and Robert O'Brien
Based on a Story by Harry Leon Wilson

PLACE OF SCREENING

PLACE OF

DATE

DATE

ALBANY

Aranco Theatre

Thurs., July 27

MEMPHIS

Shubert Theatre

Mon., July 31

ATLANTA

Fox Theatre

Wed., July 26

MILWAUKEE

Paramount Proj. Room. (2:00 P.M.), Thurs., July 27

BOSTON

Capital Theatre

Allston, Mass.

Tues., July 25

MINNEAPOLIS

Granada Theatre

Mon., July 24

BUFFALO

Paramount Theatre

Wed., Aug. 2

NEW HAVEN

Paramount Theatre

Mon., Aug. 7

CHARLOTTE

Paramount Proj. Room. (8:00 P.M.), Tues., July 25

NEW ORLEANS

Paramount Proj. Room. (1:00 P.M.), Mon., July 24

CHICAGO

Paramount Proj. Room. (11:00 A.M.), Mon., July 24

NEW YORK CITY

Loew's Lexington Theatre

Thurs., July 27

CINCINNATI

Capital Theatre

Thurs., July 27

OKLAHOMA CITY

Cinemas

Mon., July 24

CLEVELAND

State Theatre

Tues., Aug. 1

OMAHA

Paramount Theatre

Wed., July 26

DENVER

Palm Theatre

Wed., July 26

PITTSBURGH

Loew's Penn Theatre

Wed., July 26

DES MOINES

Paramount Proj. Room. (1:00 P.M.), Wed., July 26

PORTLAND

Paramount Theatre

Wed., Aug. 3

DALLAS

Palm Theatre

Wed., July 26

ST. LOUIS

Paramount Proj. (11:00 A.M.), Mon., July 24

DENVER

Denham Theatre

Tues., Aug. 1

SALT LAKE CITY

Paramount Proj. (1:30 P.M.), Wed., July 26

DES MOINES

Paramount Proj. Room. (1:00 P.M.), Wed., July 26

SAN FRANCISCO

Paramount Theatre

Mon., July 24

DETROIT

Palm State Theatre

Wed., Aug. 2

SEATTLE

Paramount Theatre

Thurs., July 27

INDIANAPOLIS

Golds Chinese Theatre

Mon., July 24

WASHINGTON, D. C.

Loew's Palace Theatre

Wed., July 26

JACKSONVILLE

Florida Theatre

Wed., July 26

KANSAS CITY

Paramount Proj. Room. (2:00 P.M.), Wed., July 26

LOS ANGELES

Paramount Theatre

Hollywood

Mon., July 31
"Dishes never keep me from seeing a Companion-approved movie."

This dish-tinguished lady is just one of the host of women who regularly attend COMPANION-approved movies. Once the title goes up on the marquee they're on their way — and that's why the movie-makers invest more money in the COMPANION than in any other monthly magazine*.

*Except of course the fan magazines!
Give NY Board More Time to Probe Wages

May Hold More Hearings On Industry’s Pay Rates

The New York State Minimum Wage Board, which was set up early this year by State Industrial Commissioner Edward J. Corisi to consider the establishment of a base pay rate for the amusement industry, has received an indefinite extension of time in which to arrive at findings affecting the motion picture industry and other branches of amusement.

Functioning under the supervision of former Supreme Court Justice Francis X. Giaccone, the board was originally scheduled to conclude its activities on or about July 18. However, since additional time was needed for deliberations, and possibly further hearings, the board has been permitted

Vote Tomorrow on ‘U’, Pathe Strike

IATSE Motion Picture Home Office Employees Local No. H-3 members will meet at the Hotel Diplomat here tomorrow evening to vote whether a strike should be called against Universal and Pathe Laboratories. A strike of “white collar” workers could immediately halt the processing of Universal Newsreel and Universal-International features. Warner Pathé News and a number of short subjects of other companies, since it is a “foregone conclusion” that pickets will be stationed at the front offices.

Lowe Takes Over As United Artists’ Foreign Manager

Al Lowe, veteran in foreign distribution for United Artists, has been appointed general manager of the company’s foreign department, it was announced here on Friday by Frank L. McNamara, new UA president.

Lowe has been with UA for the past 22 years, during which he served in managerial posts for various territories throughout the world. Announcement of his appointment was made at the time time, Mr. W. Kelly, whose resignation as executive vice-president in charge of foreign operations was announced earlier, vacated his office.

Lowe will be named to his new post by Douglas Ornstein, brother of Bud Ornstein, UA representative in Rome.

HOLLYWOOD, July 23—Selma Chaliff, United Artists home office liaison

Ask FCC Permit to Shift DuMont Stock

WASHINGTON, July 23.—Paramount Pictures and Allen B. DuMont Laboratories on Friday asked permission of the Federal Communications Commission to transfer DuMont stock owned by Paramount to the new production company set up under the consent decree.

This shift in ownership had been planned under the Paramount reorganization following the consent decree but the FCC, arguing Paramount

Berger Sees Compo ‘A Strong Force’, Discounts Discord

U-I Lines Up Record Promotional Staff

In carrying out promotion plans on “Louisa,” Universal-International has been expanded the largest field exploitation stuff in its history to help launch key city openings of the film, which has its world premiere in Chicago at the Chicago Theatre on Aug. 11.

The group was addressed by David A. Lipon, U-I national director of advertising-publicity during meetings last week with Charles Simonelli, in charge of national exploitation. Conferences were also held with Henry A. Linet, Eastern advertising manager, and Philip Gerard, Eastern publicity manager, on “Louisa” advertising-publicity plans.

MINNEAPOLIS, July 23—The hope that the Council of Motion Picture Organizations might become “a strong force that can honestly speak for the entire industry” was voiced here by Benjamin J. Berger, North Central Allied president, upon his return from New York where he attended a meeting of COMPO’s committee on organization.

Berger said he was glad to see “conflicting” industry interests discussing industry-wide problems and “trying to establish a united front.” A number of industry groups, he said, were not solidly behind COMPO. Disagreements are likely to arise over trade questions, he pointed out, but COMPO

Compo Board To Pick War Liaisons Today

Harmon, Myers, Sullivan Expected to Fill Roles

Representatives of industry organizations—such as Francis Harmon of the Motion Picture Association of America, Abram F. Myers of Allied, Gael Sullivan of Theatre Owners of America—who have been serving as liaisons between their respective organizations and the government in connection with the current war effort are expected to continue in those roles under the aegis of the Council of Motion Picture Organizations. This was indicated Friday as Ned E. DeQuit, COMPO president, called a meeting of the executive board for this morning in his RKO office here.

Those who have been engaged...

Warner Sets 8 for Immediate Filming

Eight new pictures will go before the cameras at the Warner studio between now and Aug. 31. With three currently in production, 11 will be on Warner sound stages at the peak of the six-week period. Going into immediate production are:...

“Raton Pass,” starring Dennis Morgan, Patricia Neal and Steve Cochran, to be...

MINNEAPOLIS Next to Get Paramount TV

MINNEAPOLIS, July 23—Radio City Theatre, this city’s ace house, operated by United Paramount Theatres, is understood to be next on the list’s circuit is to be equipped for wide-screen television. Eventually the circuit will have theatre TV in a number of its operations.

Robert McNamee, UPT executive, is due here from New York with a crew of technicians, on Tuesday, to survey the theatre for a television installation.

MINNEAPOLIS, July 23—The Motion Picture Home Office Employees Local No. 38 members will meet at the Hotel Diplomat here tomorrow evening to vote whether a strike should be called against Universal and Pathe Laboratories. A strike of “white collar” workers could immediately halt the processing of Universal Newsreel and Universal-International features. Warner Pathé News and a number of short subjects of other companies, since it is a “foregone conclusion” that pickets will be stationed at the front offices.

Lowe Takes Over As United Artists’ Foreign Manager

Al Lowe, veteran in foreign distribution for United Artists, has been appointed general manager of the company’s foreign department, it was announced here on Friday by Frank L. McNamara, new UA president.

Lowe has been with UA for the past 22 years, during which he served in managerial posts for various territories throughout the world. Announcement of his appointment was made at the time time, Mr. W. Kelly, whose resignation as executive vice-president in charge of foreign operations was announced earlier, vacated his office.

Lowe will be named to his new post by Douglas Ornstein, brother of Bud Ornstein, UA representative in Rome.

HOLLYWOOD, July 23—Selma Chaliff, United Artists home office liaison

Ask FCC Permit to Shift DuMont Stock

WASHINGTON, July 23.—Paramount Pictures and Allen B. DuMont Laboratories on Friday asked permission of the Federal Communications Commission to transfer DuMont stock owned by Paramount to the new production company set up under the consent decree.

This shift in ownership had been planned under the Paramount reorganization following the consent decree but the FCC, arguing Paramount

Berger Sees Compo ‘A Strong Force’, Discounts Discord

U-I Lines Up Record Promotional Staff

In carrying out promotion plans on “Louisa,” Universal-International has been expanded the largest field exploitation stuff in its history to help launch key city openings of the film, which has its world premiere in Chicago at the Chicago Theatre on Aug. 11.

The group was addressed by David A. Lipon, U-I national director of advertising-publicity during meetings last week with Charles Simonelli, in charge of national exploitation. Conferences were also held with Henry A. Linet, Eastern advertising manager, and Philip Gerard, Eastern publicity manager, on “Louisa” advertising-publicity plans.

MINNEAPOLIS, July 23—The hope that the Council of Motion Picture Organizations might become “a strong force that can honestly speak for the entire industry” was voiced here by Benjamin J. Berger, North Central Allied president, upon his return from New York where he attended a meeting of COMPO’s committee on organization.

Berger said he was glad to see “conflicting” industry interests discussing industry-wide problems and “trying to establish a united front.” A number of industry groups, he said, were not solidly behind COMPO. Disagreements are likely to arise over trade questions, he pointed out, but COMPO

Compo Board To Pick War Liaisons Today

Harmon, Myers, Sullivan Expected to Fill Roles

Representatives of industry organizations—such as Francis Harmon of the Motion Picture Association of America, Abram F. Myers of Allied, Gael Sullivan of Theatre Owners of America—who have been serving as liaisons between their respective organizations and the government in connection with the current war effort are expected to continue in those roles under the aegis of the Council of Motion Picture Organizations. This was indicated Friday as Ned E. DeQuit, COMPO president, called a meeting of the executive board for this morning in his RKO office here.

Those who have been engaged...

Warner Sets 8 for Immediate Filming

Eight new pictures will go before the cameras at the Warner studio between now and Aug. 31. With three currently in production, 11 will be on Warner sound stages at the peak of the six-week period. Going into immediate production are:...

“Raton Pass,” starring Dennis Morgan, Patricia Neal and Steve Cochran, to be...

MINNEAPOLIS Next to Get Paramount TV

MINNEAPOLIS, July 23—Radio City Theatre, this city’s ace house, operated by United Paramount Theatres, is understood to be next on the list’s circuit is to be equipped for wide-screen television. Eventually the circuit will have theatre TV in a number of its operations.

Robert McNamee, UPT executive, is due here from New York with a crew of technicians, on Tuesday, to survey the theatre for a television installation.
Personal Mention

HARRY D. BUCKLEY, United Artists vice-president, has recovered from a recent operation and is expected to return to his desk this week.

MARILYN LANDRES, daughter of George E. Landres, manager of R. M. Loew's Theatres, was married yesterday at St. Joseph's Cathedral, Hartford, to Dr. Benedict S. Vicks.

Foster M. Blake, Universal-International, was left here for Minneapolis and Des Moines.

RICHARD A. HARPER, M-G-M home office sales executive, returned here over the weekend from Groversville.

RALPH MARTIN of Seventeen magazine left here on Friday for a three-week vacation.

Congress Asked to Probe 4 Networks

WASHINGTON, July 23—Rep. Shepard (D., Calif.) has called on the Department of Justice and the Federal Trade Commission to investigate the four leading radio chains and determine the "extent to which these networks control the communications Act of 1934 as well as other anti-trust, monopoly and fair trade laws."

Shepard told the House that under the 1934 act, "one of the greatest monopolies this country has ever seen has grown to such proportions that it dictates what entertainment and what information the public shall hear over the airways. "This monopoly is that of the radio networks or chains, the American Broadcasting Co., National Broadcasting Co., Columbia Broadcasting System and the Mutual Broadcasting System.

Alexander Is Named RKO Division Manager

Effective Friday Joseph Alexander became division manager of RKO Theatres in Cincinnati, Dayton and Columbus. Alexander has been with RKO for many years most recently as assistant Ohio division manager. He succeeds Emil Groth, who was Miami division manager for the last three years. He has retired from the industry and will make his home at Belmar, N. J.

Goldwyn Film Cited

Southern California Motion Picture Council has presented its special award certificate to Samuel Goldwyn for producing "Our Very Own," described by the organization as "a picture of social and emotional merit," it was reported here by the Goldwyn office.

MOTION PICTURE DAILY

By RED KANN

INSIDER'S OUTLOOK

MOTION pictures were brought to the brink of doom—again—less than 24 hours ago when National Broadcasting televised a "Prediction Party." Well-known from various fields of endeavor indulged in the pre- dicting, thereby the greatest network to television with the exception of Sam Goldwyn. He remained true to Hollywood by forecasting a bright future for it in the TV sky.

Even His Honor, New York's Mayor O'Dwyer got into this prediction of + things to come routine with the following observations: "I predict that by 1952 television is going to re-design the American living room. Design it around the TV set. It must be the toast of the party, but TV is more interesting, the movies and the automobiles. New York, and Hollywood, took their propia pictures in their homes. Television, by 1952, will bring people back into their homes, and that's the way it should be.

Here is a savage and unwar- ranted attack on the industry and no less the roughest kind of sidestep to automobile propaganda as well. We imagine Mr. O'Dwyer will be hearing from Detroit, or its representa- tives, but we are not so certain about Hollywood. Therefore, we enter these several observations:

Motion pictures take the people out of their homes and provide them with wholesome relaxation and entertainment at a price within reach of the modest pocketbook. Not even O'Dwyer can be so uninformed as to challenge a fact so incontestably established.

His implied suggestion that the innocent pastime of going to the movies exercises some sort of subversive influence on the dignity or the permanence of the home is so utterly founded in nonsense that argument set- ting out to prove the contrary becomes unrequired.

Perhaps O'Dwyer was indulging nothing further than pleas- antly belitting the competition. We don't suppose he would have viewed it as politic to follow any other course on a program dealing with crystal-gazing on the future of television. We do not excuse him for an ap- palling indiscretion. Moreover, the same O'Dwyer who now cas-

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United States troop action in Korea and Bernard Baruch's recent decision to distribute lucrative contracts for the building of atomic energy are current newsreel highlights. Other items include sports and fashion, current motion picture releases, and a June birthday editorial.

MOVIECENE News, No. 39—Action in Korea, Churchill praises Americans, French ready to deliver D-Day message, Japanese for "appeasement." Bern., Baruch gets Man of the Year Award, 4th Silk.

Newsreel Parade

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NEWS OF THE DAY: 257 Film report from Korea. B. J. Mail, Baruch reports to the nation, Churchill lauds the D-Day message, Japanese for "appeasement." Bern., Baruch gets Man of the Year Award, 4th Silk.

PARAPROGRAM News, No. 96—Paris man in flying costume, Humanitarian Award to Bernard Baruch, Sports: Ambrose

TELENEWS Digest, No. 27-B—President Truman reports; Washington reaction to Korea, Drafts report for action; Paris: Bastille Day. Moscow: memorial to M. K. Donets.

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Average Charge at Film Houses 46 1/2c

HOLLYWOOD, July 23—Audience Research, Inc., reports the price per ticket sold by the nation's 14,000 movie houses during the past year and one-half. The report shows that the decline does not mean that film prices have been lowered and that the decline does not mean that film prices have been lowered.

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DENY REDUCED TERM FOR '4'

WASHINGTON, July 23.—U. S. District Court Judge David A. Pine has denied the defense plea to reduce the sentence of four of the "Unfriendly Ten," former members of the Communist party and its youth arm, on charges of conspiracy against Congress, and at the same time he issued a blistering attack on the motives and conduct during the last three years.

Pine was asked to reduce the one year in jail and $1,000 fine sentences of Albert Malza, Alva Bessie, Samuel Ormitz and Dalton Trumbo. It was argued that Judge Richard B. Keesch had given them "improper sentences" to Herbert Biberman and Ed Dmytryk and they demanded similar treatment for the others.

NY Pay Probe

(Continued from page 1)

to continue its work preparatory to making minimum wage recommenda-
tions to Congress.

At hearings conducted from time to time since May, the board received a bid for a $1-per-hour minimum from organized film industry labor, and appeals by theatre representatives against the setting of a high minimum. Representing the film industry, Vice-chairman Samuel Rosen, vice-
president and treasurer of Fabian The-
tres, and Michael J. Mangostan, state IATSE executive, directed by Edwin L. Marin with Saul Elkins producing. "Only the Val-
liant," Gregory Peck starred, William Cagney producing, and Gordon Doug-
as directing. "Jim Thorpe—All American," with Burt Lancaster, di-
rected by Michael Curtiz and produced by Everett Freeman. "Lullaby of Polson" in which ice skating star June Haver and Gene Nelson, Wil-
liam Jacobs will produce with David Butler as director.

Following close behind the first group of starters will be:

recting.

"Continuing in production are:

"Rocky Mountain," Errol Flynn starring, with William Keighley directing and Wil-

A MOST UNUSUAL PICTURE

A HOLLYWOOD STORY!
Let's get in there and start slugging it out with any and every kind of competition!... Let's put some SOCK in our Showmanship... some wallop in our effort!... Let's ring the bell... in our lobbies... on our screens... in the newspapers... through billboards, radio and television... to let potential patrons know that MOVIES ARE BETTER THAN EVER... and that the Motion Picture is still championship ENTERTAINMENT!

Let's get back into training for SRO action... by using more and better Showmanship... the "Sunday Punch" of Show Business!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY
Allied Pledge of War Aid Sent to Gov't.

**Its 7,000 Theatres Are Ready, Remusbusch Says**

FRANKLIN, Ind., July 24—From the headquarters here of Truman T. Remusbusch, president of Allied States Association, the offer of the aid of 7,000 theatres in the war effort has been dispatched to the United States Government.

The following message has been sent to President Truman, Secretary of State Dean Acheson, Secretary of the Treasury John W. Snyder, Secretary of National Defense Louis B. Johnson, and to the National Security Resources Board:

“Allied States Association of Motion

(Continued on page 6)

**COMPO Board Sits Plans for Wartime Assistance to U. S.**

Meeting yesterday at the RKO office of Ned E. Deplin, president of the Council of Motion Picture Organizations, the executive board of COMPO discussed the use of the organization as the industry channel for cooperation with the U. S. Government in the present war crisis.

The present board discussed briefly ways and means to implement the financing program of COMPO. There was also a general discussion of ways and means by which coverage of COMPO news in the trade press could be of maximum value to the industry and to the organization without

(Continued on page 6)

**Lapidus Presides at WB Meeting Today**

Jules L. Lapidus, Warner Brothers Eastern and Canadian division sales manager, will preside over a two-day regional sales meeting of the company's Central district in Pittsburgh beginning today to discuss details of the recent West Coast meeting of top Warner executives.

A special conclave, in addition, will be held at Ludipus, will be F. D. (Dinty) Moore and branch manager P. R. DeCao, Buffalo, and salesman J. Zalich, D. J. Fassini and L. Pearlman; branch manager J. S. Abrose, (Continued on page 3)

**Canada Alert to Potentialities in Films and TV Because of Emergency**

Toronto, July 24—Trade observers have gathered the impression that production will be further delayed in its introduction in Canada because of the increasing ramifications of the international situation, particularly with respect to the need for basic materials for war industries.

Canadian exhibitors are watching developments closely because of the possibility of government stabilization of labor and prices, with a return to industrial standards. New theatre construction has reached a low level, however, although a number of units are undergoing extensive alterations. There is also the prospect that the Canadian dollar, now at a 10 per cent discount, may be returned to parity with U. S. funds.

**‘Understanding’ Entering Johnston-Wilson Confabs**

**SAG Approves Pact Demands for Video**

Hollywood, July 24—Screen Actors' Guild television administrator Kenneth Thomson announced a tally of votes cast by the membership in a mail referendum which showed 2,757 approving and 80 disapproving SAG's contract demands for actors in television motion pictures.

**RKO Meet in Dover Today**

Special meeting of RKO Corp. stockholders is set for today in Dover, Del., to ratify postponement of the corporation's reorganization to Dec. 31, 1950, to elect board members and to reduce from four to three the number of directors required to constitute a quorum.

Divestment of theatres from production-distribution was to have been completed last May 8 under RKO's

(Continued on page 7)

**CEA, Reels to Set NewBlueprintToday**

**Anglo-Italian Film Unit to Aid Trade**

LONDON, July 24—Cinematograph Exhibitors' Association officers will meet with representatives of the News Association tomorrow to hammer out a new plan of newspapers distribution when the government's Film Stock Control Order is revoked. It is anticipated that the revocation will be made on Sept. 1. Film stock

(Continued on page 7)

**Curb on Steel Due Soon; See Theatres Hit**

**‘Non-Essential’ Users in Last War, May Be Again**

WASHINGTON, July 24—Indications today were that both House and Senate Banking Committees would give speedy approval to the Administration's request for power to allocate steel and other critical materials to defense production and to keep them from non-essential users, presumably including theatres.

W. Stuart Symington, chairman of the National Security Resources Board, opened hearings before both groups on the Administration's proposed economic control bill, appearing before the Senate committee in the

(Continued on page 7)

**NY 1st-Run Income Better; ‘The Men, ‘Arrow’ Open Strong**

A number of New York's first-runs pulled out of the slump this week as new attractions replaced holdovers which had grown wearier at the box-office. The bright and warm weekend weather delayed matinee trade somewhat, but despite this business in the main is good.

“‘The Men’ with a stage presentation at the Music Hall drew about $30,200 on its opening day, Tuesday, representing the biggest opening at the house in a year. The pace slowed at the weekend, but the show still looks good for about $135,000 in an initial week; this highly satisfactory.

“‘Broken Arrow’ with the Andrews Sisters and an ice review on stage at the Roxy is another strong newcomer with about $57,800 indicated for the

(Continued on page 6)

**8 Percentage Suits Filed Against Karren**

CARSON City, Nev., July 24—Eight percentage actions have been filed here in U. S. District Court against Thomas L. Karren, formerly the owner and operator of the Fallon and Lavares theatres in Fallon, Nev. Separate actions were brought by Universal, Columbia, RKO, United

(Continued on page 6)
Buddy Rogers has signed a contract with DuMont television network to appear on a variety show starting Sunday afternoon. It was announced at the week end. He will appear one night a week. He also will appear on a half-hour show later on.

Albany, N. Y., July 21—The Jack Henninger Organization, Inc., producers representative, has been incorporated here.

Salt Lake City, July 24—Gloria Swanson and Morni A. Hart, of Utah, represented the film industry in the annual commemoration of the entry of Brigham Young and the Mormon pioneers into Salt Lake Valley in 1847. The stars participated in a parade, with Miss Swanson riding the 1947 Interplanetary Lana con and Olsen reading a poem at the dedication of a memorial to the pioneers.

Minneapolis, July 24—O. E. Maxwell, Altec sales representative here, has resigned his position to go out on his own. In the sound equipment field since graduation from college in 1922, Maxwell had been with Altec and its predecessors for 28 years.

Catlin Ill, Wechsler Returns to WB Post

Cleveland, July 24—Eddie Catlin recently transferred here from Buffalo as Warner branch manager, is taking the post of WB sales manager. Jerry Wechsler returns here from Pittsburgh where he was assigned following the promotion of F. D. (Dinty) Moore to district manager.

Kaplan to Berger As Buyer-Booker

Minneapolis, July 24—Lowell Kaplan, Independent Theatres buyer and booker, has joined Berger Amusement Company here, succeeding Ted Bolnick, who resigned due to ill health. Kaplan's former post has been filled by Robert Hazelet.

Meet on KATO Confab

Louisville, July 24—The convention committee of the Kentucky Association of Theatre Owners is scheduled to meet tomorrow to plan the KATO convention program, scheduled here at the Brown Hotel on Wednesday and Thursday, Oct. 18-19. Scheduled to be on hand for tomorrow's meeting are KATO President Charles Buechel and committee members W. E. Carrell, G. K. Arnold, E. L. Orndorff, C. A. Taylor, Katie Overstreet and Nell Borden.

Irma' Opens at Para.

Paramount's "My Friend Irma Goes West" will open Aug. 2 at the New York Paramount Theatre.

Henry Ginsberg, former Paramount vice-president in charge of production, is in New York from the coast.

Joanne Elmore Demidov, daughter of Sam Demidov, Jr., and Mrs. Demidov, was married at the Larchmont Presbyterian Church. Mrs. Demidov, Jr., attended the Ursuline School and the Georgetown University Theatre. The bride is a graduate of Lehigh University, is associated with United Paramount Theatres.

Join Rothwell of M-G-M's studio publicity department, and Ryan Weatherly of Warner Bros., each of the " vast " have written the story of the canine star, and it will be published by Duell, Sloan and Pearce.

Excessive Terms on NCA Meet Agenda

Minneapolis, July 24—Regional screening of North Central Allied, to be held at New Rockford, N. D., tomorrow at the Rockford Hotel, and a museum screening at the Hotel Haven, Wednesday, will highlight discussions and action on excessive film rentals and "must" percentages for small situations.

NCA president Ben Berger and executive secretary Stan Kane will preside at both meetings. All independent exhibitors, regardless of affiliation, are invited to attend the meetings.

51st Fabian Theatre

Clifton, N. J., July 24—The 51st theatre in the Fabian circuit will be opened here on Wednesday with ceremonies which will be attended by civic leaders in the area. The Fabian is to be called the Alwood, will seat 1,100. Modern in every architectural and technical detail, it was built for $200,000. The initial day's receipts will be turned over to a local charity.

First Runs for Drive-In

Hartford, July 24—George E. Landers, Hartford division manager for E. M. Loews' Theatres, has announced the start of a new first-run policy, first such policy for a drive-in theatre in this territory, at the New York Drive-In, Newton, Montville, Conn., entered as second class matter, Sept. 23, 1938, at the post office in New York, N. Y., under the act of March 3, 1979. Subscription rates per year, $1 in the American and $12 foreign; single copies, 10c.
Services Tomorrow For Rex Ingram, 58

Hollywood, July 24.—Funeral services will be held at Forest Lawn on Wednesday for Rex Ingram, 58, silent film producer and director who won fame with his "The Four Horsemen of the Apocalypse," "Scarface," "The Garden of Allah," and many others.

Ingram, who retired from the industry with his death on Friday at his North Hollywood home, the widow, the former Alice Terry, star in many of his films, his father and a brother survived.

Born in Dublin, Ireland, and a graduate of Trinity College, Ingram came to America and began working in films that became interested in motion pictures while a student at the Yale Fine Arts School. He worked first for the Edison company, joining Vitagraph in 1913 and directing his first picture in 1916.

World War I interrupted Ingram's career as he served in the Royal Flying Corps. Upon his return he joined the Motion Picture and Video, where he became interested in motion pictures, entered the industry with his death on Friday at his North Hollywood home, the widow, the former Alice Terry, star in many of his films, his father and a brother survived.

B. "The New Pioneers" (Paramount)

A fascinating photographic glimpse into the newest addition to the family of nations is provided in "The New Pioneers." The two-reel subject on Israel, currently being shown at Radio City Music Hall in New York and at other houses throughout the country, was produced and directed by Baruch Eisen as the first Israeli commercial production of Israel Multi-Media Services, Ltd.

The film shows the industrial development and the agriculture advances of the nation as well as many phases of its life. Photography and direction were excellent. The picture uses the format of having an American journalist tour the country for source material for a series of articles.

Short Subject

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Motion Picture Daily, July 25, 1950
"I just got back and what do I have..."

I've seen your THANKSGIVING* Picture!

**ALL ABOUT EVE**

The Women: Bette Davis • Anne Baxter
Celeste Holm. The Men: George Sanders
Gary Merrill • Hugh Marlowe. There'll be
Thanksgiving up and down all the land.

*Available for a few select pre-release engagements

I've seen your CHRISTMAS* Picture!

**AMERICAN GUERRILLA IN THE PHILIPPINES**

Color by TECHNICOLOR

Tyrone Power • Micheline Prelle in the
timeliest picture ever— and it's available
for your BEST playing time!

*Available for a few select pre-release engagements

I've seen your NEW YEAR'S Picture—
Clifton “BELVEDERE” Webb in

**FOR HEAVEN'S SAKE**

costarring the Joans Bennett and Blondell
and Robert Cummings. It's Heaven sent!

*Available for a few select pre-release engagements
From Hollywood...

story of QUALITY Quantity I've got to tell!

"I've seen product to make EVERYDAY A HOLIDAY!"

**MY BLUE HEAVEN**
TECHNICOLOR
The 1950 musical with heart! Starring Betty Grable! Dan Dailey!

**PANIC IN THE STREETS**
Elia KAZAN creates the screen excitement of the Year. Get set now!

**MISTER 880**
One wonderful picture starring Burt Lancaster, Dorothy McGuire and Edmund Gwenn!

**THE FIREBALL**
The First drama of the Roller Speedways—starring Mickey Rooney, Pat O'Brien!

**TWO FLAGS WEST**
Big outdoor romance drama! Joseph Cotten, Linda Darnell, Jeff Chandler, Cornel Wilde.

**I'LL GET BY**
TECHNICOLOR
Dances by Haver; Love by Lundigan; Kisses by de Haven; Songs by Day; Trumpet by James.

Watch for...

**NO WAY OUT**
Destined for unprecedented grosses!

There's No Business Like 20th Century-Fox Business!
Says Theatres Want More Showmanship

Minneapolis, July 24—Theatre owners attending the meetings and screenings of 20th-Fox’s “Broken Arrow” have been unanimous in requesting the need for even more showmanship, 20th’s Minneapolis branch manager M. A. Levy reports.

“A majority of exhibitors also voiced approval of the gatherings on public relations level and urged that more companies hold them,” Levy said.

Four More Drive-ins Set for Connecticut

HARTFORD, July 24—Henry, Walter, Paul and Benedict Kupchinos, owner of South Windsor, will erect a $150,000 600-car capacity drive-in theatre at East Windsor. The partners have disclosed that, if the venture is successful, they may erect other theatres in Connecticut.

The board of Aldermen at Chicopee, Mass., has turned down a petition by John L. Sullivan for a zone change to permit erection of a drive-in theatre in that town.

Two new drive-ins will be opened by Lockwood-Gordon-Rosen Theatres in Connecticut this summer, at Norfolk and Torrington, with the latter drive-in slated for an Aug. 1 opening.

A decision by the Columbia, Conn., zoning board to allow erection of a drive-in theatre in Columbia by Harold B. Rogers, president of Bond Hotels Corp., Hartford, has been upheld at a town public hearing on the matter.

Wometco Sued for $1,009,500 Damages

MIAMI, July 29—Trustees of the Parkway Theatre Corp., dissolved after sale of the theatre to a Wometco subsidiary in May, 1943, have filed an anti-trust suit against Wometco and are asking treble damages of $1,009,500. The complaint alleges the Parkway was sold at a loss of $38,000 after the theatre was built against the trustees.

Mullin at Drive Lunch

BOSTON, July 24—One hundred theatre owners and managers of Massachusetts theatres will attend a luncheon-meeting at the Hotel Bradford tomorrow, called by Martin J. Mullin, president of New England Theatres and co-chairman of the “Jimmy Fund Drive” to give the background and purpose of the forthcoming drive. Principal speaker will be Dr. Sidney Farber, of the Children’s Cancer Research Department of Harvard Medical School.

8 Percentage Suits

(Continued from page 1)

Artists, Warner, Loew’s, 20th Century-Fox and Paramount. Attorneys for the plaintiffs are the law firm of VanCott, Bagley, Cornwall and McCarthy of Salt Lake City, and George L. Sinfelt of Carson City, Sargoy and Stearn of New York are of counsel for the plaintiffs.

NY 1st-Run Income

(Continued from page 1)

first week, “Duchess of Idaho” will gross $6,000 in its first week at the Capitol. “711 Ocean Drive” with Louis Jordan’s Tympany Five, the Fontane Sisters and Bob Chisholm, orchestra, had a good opening at the Paramount where a first week’s take of about $6,000 is in sight. “So Young, So Sad” might reach $15,000 in a fair enough initial week at the Criterion.

“The Flame and the Arrow” with Jane Pickens and Buddy Lester among others on stage is figured to give a Strand about $4,200 in a good first week. The Strand show will continue to Aug. 3 when “Kiss Tornrow Goodby” will bow in. Hold-up well, “Annie Get Your Gun” promises about $13,000 in its 10th week at the State, which is more than adequate.

“Destination Moon” has slipped, but not too much at the Mayfair; the film should do about $15,000 in its fourth week which is healthy enough. “My Friend the Horse” Opening at the Criterion and “A Day in the Life,” a reissue combination should provide the State with about $12,000 in a mild third week.

“The Rocking Horse Winner” has about $3,500 indicated for a slow first and final week at the Park Avenue. Next at the house will be a reissue of “All Quiet on the Western Front” due tomorrow. Two new ones from Samuel Goldwyn are due: “Our Ve Own” opening tomorrow at the Victoria, and “Edge of Doom” at Astor on Aug. 2.

COMPO Board

(Continued from page 1)

infringing upon the reportorial frion of the industry’s publications. Present at the meeting were: D. pinet and William F. Rodger MPAA; Leo Brecher and Oscar Abbott, MPPA; Allen Green, Martin Quigley, Trade Press; Nath Yarns, Allied; Robert J. Ruben, Paramount, ITO; Louis Harwood, COMPO secretary; Leon J. Bamberger, assistant to D. pinet; Henderson M. Richley, assistant to Rogers, and Morton A. Sunset ITO aide.

Allied War Aid

(Continued from page 1)

Picture Exhibitors, representing independent motion picture theatre owners, is planning full cooperation with the government in its war effort, through the Council of Motion Picture Organizations which numbers its membership all elements in a motion picture industry.

“In the meantime we have designated our general counsel, Mr. W. F. Myer, 1131 DuPont Circle, Washington, D. C., to represent the 7,500 independent theatres in Allied State Association in all matters involving participation by such theatres in the war effort.

“In the interest of complete team work we feel we should warn ye against opportunists and public seekers pretending to speak for the motion picture industry. As soon as the Council of Motion Picture Organizations assumes its responsibilities in this matter, you will be sure of a point of contact with the industry involving all branches.”
Ten-Minute Tornado Flattens Drive-in

Cincinnati, July 24.—Lima's 700-car suburban Springbrook Drive-in, recently opened, costing $150,000 was flattened by a 10-minute tornado of violent intensity which cut a swath eight city blocks wide. Power lines were disrupted, theatres darkened and radio stations WLMA and WLOK were forced off the air and widespread property damage resulted. There were 16 injuries in the city.

MPAA Foreign Unit Aids Another Film

The Motion Picture Association of America's Advisory Unit for Foreign Films will sponsor a trade screening Thursday for the Italian feature "Faddish," ("Law of Revenge"), it was announced by B. Bernard Kreisler, executive director of the unit. Invitations to attend the screening at Columbia's home office projection room, Kreisler said, were sent to 65 independent and affiliated distributors of foreign films who will have an on-the-spot opportunity to negotiate for distribution rights for both North and South America. Dr. Mario Palladino, here from Italy as representative of the producer, will be on hand after the screening to talk terms.

This will be the fourth free trade screening of a foreign film arranged for and held under the aegis of the unit in recent months. It is one of the services offered by the project to help foreign film producers market their product in this country.

Lord Archibald and Myers Leaving Rank

London, July 24.—As a result of reduced production by the J. Arthur Rank Organization, Lord Archibald has terminated his contract as managing director of Pinewood Films and will continue, according to Rank, in an honorary consultative capacity. Lord Archibald went to Rank in 1945 following war service with the British Information Service here and in New York. Also leaving the Rank organization on Aug. 15 is John B. Myers, advertising-publicity chief, who is taking over an important Fleet Street post. Myers, regarded as a key man in the Rank organization, had lately been engaged in novelty merchandising in connection with Rank's now abandoned color cartoons.

Historic Interview

Cleveland, Ohio—Burt Lancaster, several stories high on a pole above Cleveland's East Ninth St., is being interviewed by critic Omar Ranney on a window ledge of the 'Cleveland Press' building. Lancaster is repeating this unprecedented feat in advance of "The Flame and the Arrow" in all the key cities his schedule will allow. The pole on which he is balanced is held by Nick Cravat, his famed acrobat partner. This is further evidence that in "The Flame and the Arrow" Burt Lancaster performs actual deeds of daring never before attempted by a star.

And this is fresh evidence that when there's a new showmanship idea you usually find it at Warners.
"I've seen a Columbia ad that says 'In a Lonely Place' is 'the Bogart suspense picture with the surprise finish.' That's no lie—it kept me interested right up to the last foot of film."

I. M. Rappaport
Hippodrome Theatre,
Baltimore, Md.
MOTION PICTURE DAILY
NEW YORK, U.S.A., WEDNESDAY, JULY 26, 1939
TEN CENTS

Vol. 68

Business Now Up,' 20th-Fox Chiefs Report

Receipts ‘Exceptionally High,’ Meeting Is Told

CHICAGO, July 25.—Business improvement was clearly reflected in field reports of division managers at 20th Century-Fox’s three-day sales convention which got under way here today at the Drake Hotel.

Stating that bookings and theatre receipts are "exceptionally high," the division managers, in personal reports to vice-presidents A. L. Lichtman and A. W. Smith, Jr., general sales managers, said before the company’s assembled home office executives, branch managers and sales personnel that new all-time records had been set for bookings for a single month.

It was pointed out by the division chiefs that in addition to new product demands, receipts were made for repeat bookings of some pictures.

The reports showed a new record for one month’s bookings was made for "Broken Arrow" with 680 engagements in key cities for a single month. "The Black Rose," another of the company’s Technicolor films, it was claimed, broke forthcoming Labor Day receipts.

(Continued on page 6)

Truman Against Tax Cuts; Asks Boosts

WASHINGTON, July 25.—President Truman today asked Congress to boost personal and corporate income taxes to help finance the defense effort but to "eliminate the excise tax reductions" in the House-passed tax bill.

Despite the President’s recommendation on excise taxes, however, there is a very slim chance that some excises will be retained.

(Continued on page 7)

Allied to Consider Action on Rentals

CHICAGO, July 25.—National Allied leaders and members of its Caravan product committee will meet here tomorrow and Thursday to discuss possibilities of future action against distributors for what are described as "exorbitant and immediate financial terms," especially in relation to a "recording box-office."
MOTION PICTURE DAILY

Wednesday, July 26, 1950

Mono.Releases 4 for August

Four Monogram pictures have been set for national release in August, it was revealed here by Morye Goldstein, company’s general sales manager. Highlighting the release will be “County Fair,” Cincoor special starring Rory Calhoun, Jane Nigh and Florence Elliot. Among the other 3 titles is 1st. “Massacre Valley,” Johnny Mack Brown starrer, will be released on the 6th, followed by “On the Day?” in City; another Monogram title is “The Return,” guest. the 1923 294—

John J. O’Connor, Universal vice-president, is to return here tomorrow from Cape Cod.

Monogram head, head of Monogram theatrical advertising agency, and Mrs. Greenhalch, a producer of the second son, William Davy, born at Madison Avenue Hospital here.

Sonny Shephard, with Wometco at Atlanta, plans a vacation at Key West, Fla.

Basil Holden, of M-G-M’s British studio, arrived on the Coast yesterday from London.

Arthur Unger Dies

(Continued from page 1)

a guest. He would have been 69 on August 11th.

Following what appeared to be a minor knee injury met while swimming in the sarf, Unger fell into coma about a week after the accident and succumbed to a cerebral hemorrhage. Although he had been in poor health for some time, he had been conducting Daily Variety’s affairs for the last few months. His widow, the former Hazel Mae Repp, resides here. In addition, he is survived by three sisters: Jessie Waddsworth, Mrs. Ethel Schumann, Hyde Park, N. Y., and Mrs. Fuszner of St. Louis.

Services Tomorrow

Funeral services will be held Thursday at the Beth Olam Chapel with Rabbi Aaron Wise officiating. Cremation will follow.

Arthur Unger devoted most of his life to his show business, functioning var-

iously as theatre manager, exhibitor, producer and trade paper editor. In 1925 he launched weekly a parish publication of Daily Variety, which was organized in 1933. For more than 35 years he wrote about the entertainment field, its people and its problems.

Born in Chicago, Unger moved to New York in 1916 as a hobo, and was transferred to St. Louis. He then abandoned it for newspaper work and the show business. Unger served hitches on newspapers in Buffalo, Chicago, Cleveland and Pittsburgh and made his first contact with the amusements field 40 years ago. He was married twice in the show business, first becoming secretary and general manager of the old Ridgewood Opera House at Ridgewood, N. J.

Once Imported Films

There he became directly ac-

quainted with motion pictures, which were exhibited between stage attractions. Subsequently, he became inter-

ested in foreign films that, in recent years imported foreign-made features for American distribution. He also produced several foreign shows and theatre, finally becoming secretary and general manager of the old Ridgewood Opera House at Ridgewood, N. J.

Wounded in World War 1

He served as a commissioned officer in the infantry during World War 1 and was wounded in combat. He was discharged with the rank of captain, but it was his wartime illness which was to leave its mark in later life, resulting in a coronary condition.

In 1925, Unger was transferred to Los Angeles as head of the news bureau and after five years he left to take a job as a producer on the Universal lot. When Silverman founded Daily Variety in 1925, Unger was his first editor—a post he filled continuously until his death on Monday.

His outstanding journalistic achieve-

ments have been recognized by Silverman, Bob Blof and George Brown, labor leaders.

Newsreel Parade

FIGHTING in Korpa and the Middle East is the current newswear highlight. Among other items are people in the news and sports events. Complete contents follow:

MOVIE NEWS, No. 46—Situation in Korea continues to be critical. Red Army troops have scored a number of minor victories. Chancellor, a water skiier. Minnesota water skier.,”

NEWS OF THE DAY, No. 29—Landings by U.S. planes have been made in the Zone of Chinese Nationalist domination. Russian plane captured by the communists at one place, Japanese plane captured by the communists at another.

PARAMOUNT NEWS, No. 99—The Korean forces have taken control of the city of Busan. The American forces are now in control of the city of Busan.

UNIVERSAL NEWS, No. 327—Griswold motors, military activities, the release of a new show, the death of a veteran.

Daniel W. Roche, 80

Veteran Publicist

Chicago, July 25—Daniel W. Roche, 80, the 1st and longest serv-

ice film story editor for the Chicago Tribune Sunday, has died here yesterday in his home at the age of 80. At various times he had been representative for Paramount, Cecil B. DeMille and Pathé.

He is survived by the widow, three sons, 2 daughters, 2 granddaughters, 7 grandchildren.

Several Changes on Indianopolis Row

INDIANAPOLIS, July 25—Gay Craig, veteran Columbia branch manager, here, will retire, effective Aug. 1. His successor will be Abe Glemm, current War Department official, but both are expected to join the studio after the war. Craig will join the sales organization to fill the vacany.

Tom Cooper has been announced as buyer and booker for the 2nd Circuit and Keith Southard quits to join par, also in the same ad

On The News

To Air ‘Louisa Day’

“Louisa Day” festivities, staged tomor-
ow at Coney Island by the re-

sor’s Chamber of Commerce in honor of Universal-International’s comedy of the same name, will be taped by Johnny Olsen for re-broadcast on his program on Saturday and Sunday over the ABC network. Charles Co-

burn, star of the film, will make a personal appearance.

2 New Odeon Directors

OTTAWA, July 25.—Senator G. Peter Campbell and J. S. Torry, rising young motion picture executives, have been appointed directors of Odeon Theatres of Canada, Ltd., and Odeon Ltd.

ANNIE GET YOUR GUN
(Technicolor)
America's sweetheart continues to delight the nation. Sets new records as critics and fans cheer. Word-of-mouth insures fine hold-over biz.


DUCHESS OF IDAHO
(Technicolor)
Shapes up sensationaly. Tops "Annie" in 3 out of 4 latest openings. The perfect summer show. Just what the folks are looking for.

M-G-M presents "DUCHESS OF IDAHO" starring ESTHER WILLIAMS • VAN JOHNSON • JOHN LUND • With Paula Raymond • Connie Haines • Clinton Sundberg • And Guest Stars: Lena Horne, Eleanor Powell • A ROBERT Z. LEONARD Production • Color by TECHNICOLOR • Written by Dorothy Cooper and Jerry Davis • Directed by ROBERT Z. LEONARD. Produced by JOE PASTERNAK.

SUMMER STOCK
(Technicolor)
They're waiting for Judy. Every preview gets an ovation! You've got a gold-mine of star-powered musical joy to give the eager fans!

M-G-M presents JUDY GARLAND • GENE KELLY in "SUMMER STOCK" co-starring EDDIE BRACKET • GLORIA DE HAVEN • MARJORIE MAIN • PHIL SILVERS • With Ray Collins. Color by TECHNICOLOR • Screen Play by George Wells and Sy Gomberg. Story by Sy Gomberg. Music by Harry Warren. Lyrics by Mack Gordon. Directed by CHARLES WALTERS. Produced by JOE PASTERNAK.

THREE LITTLE WORDS
(Technicolor)
The best yet. Tops a summer of big M-G-Musical hits! Winchell says: "The coasters report it's a 'Don't Miss It.'"

M-G-M presents FRED ASTAIRE • RED SKELTON • VERA-ELLEN • ARLENE DAHL in "THREE LITTLE WORDS" Story by Sy Gomberg and Harry Ruby. Screen Play by George Wells. Directed by RICHARD THORPE. Produced by JACK CUMMINGS.

It's good sense to hold extra time when you book M-G-M's happy Technicolor musicals!
TIMES BECOMING GOLDWYN

EDGE OF DOOM

OPENING ASTOR THEATRE AUGUST 3
Our Very Own

Opening Victoria Theatre July 27
Hollywood Films in Spain Lose Ground To Britain, France

WASHINGTON, July 25—U. S. films account for only 56.7 per cent of the gross receipts in first-run theatres in Madrid during the first 22 weeks of this year, compared with 73.6 per cent during the comparable 1949 period, the U. S. Commerce Department reported today.

British film companies were the big gainers, jumping their share of the market from 17.5 per cent to 21.5 per cent. French films also took more of the market, while Spanish, Argentine and Italian films slumped.

In another report on the foreign situation, the Department reported that the Indian Motion Picture Producers Association has requested the government to increase the import quota for motion picture equipment and rawstock.

Allied of Kans. - Mo. Sets May 15-17 Meet

KANSAS CITY, July 25—Allied of Kansas-Missouri will have a three-day spring convention next year, dates having been set for May 15-17.

Both the general meetings and a trade show will be held in the Municipal Auditorium here.

...a claim against your estate

Today's handling of your properties will save or cost you many dollars when your estate is finally settled. For taxes—both federal and state—and other factors that have a major factor in the distribution of your holdings.

To keep you abreast of important tax legislation, Bank of America's Trust Department has prepared a booklet, "Taxes...A Claim Against Your Estate." We'd like you to have a copy, without cost or obligation, of course. Just stop in at any Bank of America branch; or write the Trust Department, 660 South Spring Street, Los Angeles. Do it today...while you're thinking about it.

Bank of America NATIONAL BANKING ASSOCIATION

Member Federal Deposit Insurance Corporation

Review

"Convicted"

(Columbia)

A PRISON melodrama has been infused with some explosive moments in Columbia's "Convicted." Presented in a standard story framework, the picture has a cast headed by Academy Award winner Broderick Crawford, Glenn Ford and Dorothy Malone.

Three major threads run through the theme. The first deals with the plight of Ford who accidentally kills a man in a nightclub brawl and is sent to Colorado, a distant attorney who subsequently becomes warden of the prison. The third thread revolves around Mildred Mitchell, hardened prisoner who is out for revenge against Crawford. Malone develops the three threads naturally interweave. A slight romantic angle has been provided in the interest between Ford and Miss Malone, who portrays the daughter of Crawford.

When Ford's parole is about up he happens to be a witness to the murder of a stoolpigeon. Thus for a while it looks as though the prison walls would be permanently closed behind him. As expected however, things work out right. Jerry Blevin produced and Howard W. Sondheimer directed from a screenplay by William Bowers, Fred Nileb, Jr., and Seton L. Miller.

Running time, 91 minutes. General audience classification. For August release.

M-G-M to Film 33

(Continued from page 1)

completed or in work, will be scheduled from April to Sept., 1951, to round out the 1950-51 program, Schary indicated.


Showboat" Staged

The 27 slated to get under way beginning September are: "Showboat," starring Kathryn Grayson and Howard Keel, produced by Freed, directed by George Sidney: "Go for Broke," by Shirley, directed by Robert Pesch; "Circus Building Dreams," to be filmed in England, starring Walter Pidgeon, produced by床上; "Exorcise My Heart," starring Red Skelton, produced by Jack Canning; "The People Against O., " starring Edmond O'Brien and Dan Dailey, directed by Tracy, produced by Pancho H. 

Republic Meet Ends

(Continued from page 1)


20th Business

(Continued from page 1)

week records with 420 bookings in top cities. The managers also reported above-average advance bookings for Betty Grable's "My Blue Heaven," for September, and said that in some instances repeat engagements on pictures exceeded much higher receipts than on original bookings.

Drive-in sales, the managers reported, were far above par during the year with a 50 per cent national increase in feature sales.

Most of the reports were made by Ray Moon, Central division manager, who presided at the sessions; Herman Webber, by the Pacific division, and his assistant, Bryan D. Stoner, San Francisco; Henry Ballance, Southern sales manager, and his assistant, Paul S. Wilson, Atlanta; Martin Moskowski, Empire State sales manager, New York; Edwin W. Aaron, Midwest sales manager, Kansas City; Edward X. Callahan, New England sales manager, Boston, and Arthur Silverstone, Canadian division manager, Toronto.

Smith Presides Today

Tomorrow morning's sessions will include a report from Smith on feature product for next year; a discussion by Lichtman on company unit management; and a speech by Charles Einfeld and William C. Gehring, assistant general sales managers, who will preside over the meetings, with Berman rounding up the sessions, which will be devoted entirely to advertising, publicity and exploitation plans.

The home office contingent in Chicago also includes Len Jones, assistant to Smith; Rodney Bush, exploitation manager, and Roger Ferri.

20th-Fox to Produce Film in Australia

Hollywood, July 25—Funds raised in Australia will be used by 20th-Century-Fox to produce a film about that country at the turn of the century. Lewis Milestone has been named to direct and will leave here for Australia this month.

Robert Bassler will produce the picture, based on a story by Martin Betkey. The story company will leave here in late September.

RKO Divorce

(Continued from page 1)


FOR A BETTER VACATION! It's the CAMPUS, of course, with:

NEW DELUXE CABINS and COTTAGES

 els asH RCAMPS OR NEF S DRESSES, NEW S WELS IN GAMES, MORE UNUSUAL

NEW CAMPUS PLAYHOUSE

$9.00 Daily or $58.00 per Week

SPECIAL 10% DISCOUNT TO ENTRANTS FOR ALL WHO SEND IN OR PRESENT THIS AD!

DEPOT, BUSHILL, Pa.

Phone: Bushill 51
Theatre Admissions Down
(Continued from page 1)

Il-time high in 1949, going from
$10,400,000,000 in 1948 to $10,184,-
000,000 in 1949. Money paid for admissions
of various types dropped slightly, from
$1,820,000,000 in 1948 to $1,802,000,000
in 1949. At motion picture theatre
admissions dropped even more, from
$1,364,000,000 in 1948 to $1,342,000,000
in 1949. The 1949 figure was the
lowest since 1942. The total has been
dropping steadily since the 1946 high
of $1,512,000,000.

One of the chief items on which
money was spent in 1949 was "radios, phonographs
and records" at a cost exceeds television.
This went from $1,760,000,000 in 1948 to
a record $1,989,000,000 last year.
College football admissions were also
up considerably.

Corporate Income Up

Corporate income after Federal and
state income and excess profits taxes
went from $63,000,000 in 1948 to
$73,000,000 in 1949. But from 1943
through 1947, the figure was over
$100,000,000,000, hitting a peak of $187,-
000,000 in 1946. Corporate income be-
fore taxes was up from $119,000,000 in
1948 to $124,000,000 in 1949, but in
1946 the total was $324,000,000.

The industry's corporations paid
$51,000,000 in taxes, compared to $66,-
000,000 in the previous year. This was
the industry's smallest tax bill since
1941, when it paid only $26,000,000. In
1943 and 1944 it paid $156,000,000 an-
ually.

Corporate dividends were down
to $44,000,000 in 1949, compared with
$61,000,000 per year in 1947 and 1948
and a $64,000,000 high in 1946. The 1949 figure
was the lowest since 1945.

Unincorporated enterprises in the
film industry had an income of only
$57,000,000 last year, the lowest since
1942. In 1946 they had a record

Opposes Tax Cut
(Continued from page 1)

cesses may be reduced when the tax-
boosting bill finally clears Congress.
Sen. Taft, a member of the Senate
Finance Committee, is on record for a
cut in the admission tax "war or
no war," and Sen. George said he
still felt some of the "more severe in-
equities in the excise structure"
should be eased in the general tax bill.

The President also urged Congress
to leave in the tax bill the House-
approved provisions to plug so-called
tax loopholes, including that outlaw-
ing collapsible corporations.

In another emergency phase of in-
terest to the industry, Administration
officials continued their efforts to get

Mobile TV for Canada

Overseas, July 25—Two mobile
units for use by the Canadian Broad-
casting television stations in Toronto
and Montreal have been ordered in
Britain at a cost of $100,000 and de-
ivery is expected early next year.
Total investment here in television
equipment by CBC now is $875,000,000,
with previous orders including two
transmitters to be built in Canada.

Congressional approval of allocation
and other economic controls, Com-
merce Secretary Sawyer, citing steel
as one of the items likely to be allo-
cated first, said he would attempt to
work out a voluntary allocation system
before ordering mandatory allocation.

The FUNNIEST thing
that ever happened
to a family...

...will be one of the
Greatest things
that ever happened
to a Theatre!

(Its from U-I)

"Louisa is first rate entertainment all the way.
Suited for every segment of the audience."

FILM DAILY
WORLD PREMIERE, CHICAGO THEATRE, CHICAGO, AUGUST 11th
HIT
WITH
BOSTON
SEATTLE
SAN FRANCISCO
PHILADELPHIA
WELLINGTON
SPOKANE
CINCINNATI

IT'S PAVED WITH GOLD FOR SHOWMEN EVERYWHERE — North, South, East and West!

There's No Business Like 20 CENTURY-FOX Business!
A Compromise Shapes Up in London Talks

War Crisis Spurs a Deal On Convertibility Issue

By PETER BURNUP

London, July 26.—In view of the increasing seriousness of the Korean situation, together with the likelihood of higher taxation here, both sides in the re-negotiation of the Anglo-American film agreement have tacitly accepted the inevitability of a compromise between Motion Picture Association of America president Harry M. Warner and France's Francois Mitterand, president of the French Republic.

Wilson maintains that the imperativeness of American aid to declining British production must be the keystone of a new

(Motion Picture Export Association's contracts in Austria, Bulgaria, Hungary, Poland, Romania, Russia and Yugoslavia are slated for renewal, it was indicated here yesterday. The present pact covers those countries where it is in force.

The MPEA board has all given its final approval to its renewal and this will be forthcoming, it is understood, following a report next week by Herbert J. Erlanger, MPEA assistant secretary-treasurer. He is scheduled to attend the conference here.

(Abridged on page 6)

MPEA Pacts in 7 European States Will Be Renewed

Motion Picture Export Association's contracts in Austria, Bulgaria, Hungary, Poland, Romania, Russia and Yugoslavia are slated for renewal, it was indicated here yesterday. The present pact covers those countries where it is in force. The MPEA board has all given its final approval to its renewal and this will be forthcoming, it is understood, following a report next week by Herbert J. Erlanger, MPEA assistant secretary-treasurer. He is scheduled to attend the conference here.

(Abridged on page 6)

Two Foreign Heads At U. S. Leaving

Harry W. Schroeder, foreign sales manager for United Artists since 1943, and Thomas P. Mulrooney, assistant foreign sales manager, will leave the company shortly as a result of the control shift to the Paul V. McNutt-Frank L. McNamara group and the subsequent personnel overhaul now underway.

Schroeder and Mulrooney both worked under Arthur W. Kelly, former UA executive vice-president in charge of the foreign department. Al Lowe has replaced Kelly, as previously disclosed.

(Abridged on page 2)

'Full Dress' US-UK
Meet Due Next Week

London, July 26.—A "full dress" and definitive meeting between Eric Johnston, Ellis Arnall and Harold Wilson in the current re-negotiation of the Anglo-American film agreement is expected to take place next week.

Johnston, who is due back here on Sunday to resume discussions with Wilson who postponed his vacation which was scheduled to begin Friday.

ELC Will Meet to Aid Box-Office

Eagle Lion Classics will sponsor a series of meetings between executives of the company, producers and their managers and members of circuit theatres on future ELC product to discuss overall publicity and promotional plans and the best possible methods of getting the "lost public" back to the theatre.

"First concerted attack on this common industry problem came yesterday," said the company, with a meeting conducted by William J. Heiney, ELC's sales vice-president, on "Guilty of Treason," which has been booked into the Skouras, County.

(Continued on page 2)

FCC Gives 'Green Light'
To Phonevision Test Run

Washington, July 26.—The Federal Communications Commission today finally gave Zenith Radio Corp. permission to test its Phonevision system in some 300 Chicago homes during the 90-day period starting Oct. 1.

The FCC had originally granted Zenith permission to test the system in some 300 Chicago homes during the 90 days starting Feb. 8, but the commission delayed the test by one week, and asked that it be given a delay until the fall.

Instead of granting the extension immediately, however, the Commission raised several questions as to whether Zenith's actions had been consistent with conditions laid down in the original test authorization or whether, in violation of those conditions, Zenith had misled the public into thinking Phonevision had been approved.

(Continued on page 2)

Mono., Lippert
20th Goes to 3 "Specials"

Every Month

Launching Plans Skowars
Conceived a Year Ago

Chicago, July 26.—Implementing plans set in motion one year ago, 20th Century-Fox will step up its schedule to three 'A' features per month starting next month. A. W. Smith, jr., vice-president in charge of distribution, announced this today at the company's national sales convention at the Drake Hotel here.

Looking ahead to the increased production and releasing schedule, production chief Darryl F. Zanuck "took a full year to carefully re-tool, increasing his staff of producers and augmenting his roster of stars, directors and writers," Smith said.

Al Liebman, vice-president reporting.

(Continued on page 6)

20th 'Showmanship Packages' Added
Fillip to Program

Chicago, July 26.—Twentieth Century-Fox will supplement its regular product schedule with a program of "Showmanship Packages" in a "determined effort to provide exhibitors with means and means of reaching and satisfying a much wider audience," A. W. Smith, vice-president in charge of distribution, reported today at the company's national sales meeting at the Drake Hotel here.

Among the films placed in this category are "Holy Year, 1950," running.

(Continued on page 6)

Technicolor Net Is Down, to $989,766

Net consolidated profit, after taxes, of Technicolor, Inc., for the six months ended June 30, is estimated to be $969,766, equivalent to $1.07 per share, which compares with $1,147,720, equivalent to $1.25 a share for the corresponding six months of 1949, reports Dr. Herbert T. Kalmus, president and general manager.

The figures for the second quarter are diminished as compared with the first quarter or the corresponding quarter of last year for three reasons:

First: Because of the interference

(Continued on page 2)
J. Fairbanks Sues Heidt Over Patent

Los Angeles, July 28.—Alliging infringements of patents, conspiracy and unfair trade practices, Jerry Fairbanks Productions has filed a Superior Court suit against Horace Heidt, Horace Heidt Productions and Glenn Miller, former Fairbanks producers, charging that they have engaged in a scheme to head the band leader's film unit.

An injunction against Heidt and Miller was also sought to prevent them from using the producer's patented Multicam film technique. The complaint also asks for an injunction to prevent the distribution of a new, recently released film, which Fairbanks charges was photographed by a process copied from the Multicam system.

Gives "Green Light" (Continued from page 1)

authorized on a permanent basis. The company and the Commission exchanged a series of letters, with the company maintaining that it had not violated the test authorization.

In granting the extension today, the Commission specifically stated that it was doing so only on the basis of the representations contained in the earlier letters to the Commission. Observers felt that the form in which the FCC finally authorized the fall television test tied Zenith pretty tightly as to how it must act and talk in the future.

In one letter, written June 24, Zenith assured the FCC that it had not yet entered into any agreement with any other set manufacturer to install Phonochrome decoder units in its sets, that it was withdrawing its contingent "test" authorization and that it did not propose to continue to encourage other manufacturers to install Phonochrome decoder outlets in their sets either by a contingent credit plan or any other means.

In the other letter, written June 22, Zenith took all the deals on the table that it would not pay any part of the cost of any misleading advertisements and that it would, in the future, continue to guard against misleading ads, Zenith would cancel their franchises.

Personal Mention

H. Howard Dietz, M-G-M advertising-publicity vice-president, will leave here Monday for Chicago, his home city, to travel to Europe.

Fred Van Blooming, manager of the Tusch Theatre, has appeared on Ted Stein's television show on station WPIX and spoke of possible cooperation between the film and TV industries.

William B. Zoller, M-G-M reproductions and short subject sales head, is in Milwaukee today from Des Moines and will return to New York at the weekend.

Mitchell Rawson of M-G-M's public relations department yesterday forwarded a letter that had been received from the London Branch of WCBS, 50 W. 57th St., New York City.

William E. Levy, Walt Disney Productions executive, was yesterday on the S. S. Ancon for a four-week vacation at Panama.

Charles F. Dieken, M-G-M home office sales assistant, left here yesterday by plane for Kansas City.

Coney Island Turns Out for 'U's 'Louisa'

Yesterday was "Louisa Day" at Coney Island, proclaimed by the Coney Island Chamber of Commerce for Universal-International's forthcoming "Louisa." Charles Coburn, co-star of the film, participated in a series of events yesterday evening, and also as the grand marshal of the daughter beauty contest, a pageant commemorating 50 years of beach history. The film is being released as a "Louisa" by the Johnny Olsen-American Broadcasting "Lunchon Club" show.

'Teresa' Party Today

Completion of Loew's International "Teresa," filmed in New York, will be celebrated at a party to be held this afternoon on the set at 20th-Fox Movietone here. Hosts will be Fred MacMurray and Arthur Loew, producer. Also present will be the film's stars, Pier Angeli and John Ericson.

ELC to Meet (Continued from page 1)

Randforce and Brandt subjects, subject of discussion. Particularly attention was given to the immediate need of neighborhood theaters, where local managers voicing their problems and how they might best be met. Addi-

Harmon Postpones Capital Liaison Talks

Washington, July 26.—Francis Harmon, Motion Picture Association of America vice-president, has postponed from today until later in the week or early next week a projected visit here to meet with Defense, State and the Federal Trade Commission and Security Resources Board officials.

At the same time it was learned that Mrs. Francis Harmon was named as assistant Secretary of State Barrett's meeting with Harmon and representatives of the Motion Picture Industry Council and the Society of Independent Motion Picture Producers on the subject of utilizing films in the government's expanded information program.

Coast Meetings Held On Paramount Drive

Preliminary meetings for Paramount's "Golden Age" sales campaign were held in Denver and Salt Lake City this week, according to A. W. Schwaberg, president of Paramount Film Distributing Corp. George A. Smith, Western division sales manager, and A. K. Taylor, Los Angeles branch manager and divisional campaign manager, presided at both sessions.

The campaign启动s July 22 and "Fun of Party Pants." 

Technicolor Net (Continued from page 1)

with operations at the Hollywood plant due to conversion of that plant to production of 70-mm Technicolor stock. Southwestern residents are speeding up of certain machinery which is expected to increase output later in the year, and third, because of a reduction in the one-half-cent a foot on certain prints.

Gasoline Rationing Would Hit Drive-ins

Boston, July 26.—Should rationing of gasoline and curtailment of the drive-in, as instigated by the U.S. government during World War II, return because of the Korean crisis closing of drive-ins, it would of necessity affect the outdoor theatre operators here. However, special steps have been taken in Washington toward the re-

Lapidus WillPreside Today at WB Meet

Following a two-day regional meeting of his Central district in Pitts-

buro, Jules Lapidus, Warner Brothers and Continental division sales manager, will preside over a similar two-day meeting of the Eastern district of the Philadelphia and Chi-

La Moure, S.D., July 26.—Frank S. McElory, president of the Motion Picture Daily, met yesterday with among the publishers, printers and distributors who have been here in the State for the past week to discuss the operation of the paper.

Refuses Injunction Against Warner Bros.

Chicago, July 26.—The Harlem Avenue Theater, operated by Seymour Simon, was denied a temporary injunction by Master-in-Chancery Joseph Edward, when the plaintiff alleged that Warner violated a settlement of the recent anti-trust suit against others by refusing to license "Flame and The Arrow" to that house.

Simon had sought to stop the showing of the film on the competitive outdoor houses North of Madison Street here.

Miss Jean B. Slade, 48

Funeral services were held yesterday at the Park West Memorial Chapel for Jean B. Slade, 48, RKO Radio booker, who had been with the company for 22 years. Miss Slade died Tuesday night.

MOTION PICTURE DAILY

Personal Mention

E. ARL J. HUDSON, president of United Detroit Theatres, is in New York.

Joseph B. Clements, manager of the Paramount at Buffalo, will leave there today on a sales trip to St. Louis. James E. Sheselman, district manager, will return to Buffalo from a vacation in the Midwest on Monday.

Gordon Griffith, aide to co-pro-ducer Allyn Joslyn, United Artists, has left here for the Coast following his return from Spain and England.

Norman L. Carter, president of Paramount Golf Theatres, and Mrs. Carter, part of her recent visit to New Orleans to Vancouver, B.C., for a vacation.

Irving M. Sooting, Universal-International's special films division head, was in Philadelphia and Atlantic City yesterday.

Luna Lipton, Monogram advertising-publicity director, will leave Hollywood tomorrow by plane for New York.
WARNERS ARE HITTING THE HEADLINES WITH TODAY'S BIG BUSINESS NEWS!

BURT LANCASTER - MAYO
THE FLAME AND THE ARROW
NORMA

AND

JAMES CAGNEY
KISS TOMORROW GOODBYE

WARNERS HAVE THE BIG BUSINESS-GETTER TO FOLLOW IT!

ALSO STARRING:
BARBARA PAYTON - HELENA CARTER
WARD BOND - LUTHER ADLER - LYTTON MACLANE

PRODUCED BY:
WILLIAM CAGNEY - GORDON DOUGLAS

A CAGNEY Production Distributed by WARNER BROS.
Screen Play by Harry Brown - From "Murder in the O.K." by Contemporary作者
Swashbuckling Romantic Adventure
...by the master of them all

the

Avengers
(FROM THE NOVEL "DON CARELESS")

starring

JOHN CARROLL · ADELE MARA with MONA M

introducing FERNANDO LAMAS ·

Screen Play by Lawrence Kimble and Aeneas MacKenzie
Based on Rex Beach's Novel "Don Careless"

A REPUBLIC PICT
...another seat-seller from dependable Republic!

S and ROBERTO AIRALDI - VIVIAN RAY

Associate Producer-Director JOHN H. AUER

Republic Pictures Corporation
Herbert J. Yates, President

"There's nothing wrong with this business that hard work and showmanship can't cure."

Herbert J. Yates
London Talks

(Continued from page 1)

film agreement. His proposal earlier was that the renegotiated agreement adhere to the present provision for $17,500,000 annual remittances to U.S. companies, plus what Americans have termed "compulsory" production of American films in England.

Everything considered, therefore, indications are that the six-weeks-long agreement may work as an agreement under which convertibility will be increased proportionately to American screenings of British films.

It has been learned authoritatively that the British Treasury is disposed to agree on convertibility up to 50 per cent of the gross in America on British films.

The latest indication of the hopeless-ness that the U.K. government will agree to complete convertibility is seen in the announcement of further cuts in the permitted dollar-spending on tobacco.

Seven MPEA Pacts (Continued from page 1)

ulated to return here on Monday from Eastern Europe, where he has spent the past six weeks gathering statistics and examining legal angles relative to the MPEA contracts and activities.

The MPEA pact covering Japan, which also was to expire on Aug. 31, already has been renewed, as reported a few weeks ago. However, unlike the situation in Japan, where American distributors are permitted to function independently now despite the renewal of the MPEA Japanese contract, Eastern European activities by American companies are due to continue under MPEA terms.

With the exception of Austria, the countries whose MPEA pacts are up for renewal are "everywhere" countries. Their respective governments have given motion picture operations the status of government monopolies. Therefore, the MPEA operates under the Webb-Pomerene Act, which permits of unified U.S. company action to deal with foreign monopolies, is necessary to the industry's activities in Eastern Europe.

NT Meet On Again

Los Angeles, July 26.—A meeting of National Theatre division presidents of the scheduled for July 19, and postponed due to the absence of Charles P. Skouras, NT president, will be held here on Aug. 2.

20th's 3 Monthly 'Specials'

(Continued from page 1)

ed that with the exception of "For Heaven's Sake," the studio has completed its 1950 schedule.

Lichtman pointed out also that the studio has completed filming and editing of its first "A" film for 1951 release and has five others shooting. He added that by the end of October an additional 14 for next year will have been completed or be in the process of filming.

16 Through December

He announced the company would release at least 16 attractions through December including five in Techni-color and one in Cinicolor, as follows:


1951 Films Completed

The 1951 films on which production has been completed are:


Smith reported that these 1951 re- leases are now shooting:


The following 1951 pictures are scheduled for completion or filming by the end of October:


Senator Cites Slap At Films by 'Times' Reviewer Crowther

WASHINGTON, July 26—Senator Edwin C. Johnson (D., Colo.) today put in the Congressional Record an article written by Bosley Crowther for last Sunday's "New York Times" film section, attacking the "bodily and psychological abuse" of the "D. C. M. F. S. T.", a "vindictive and journalistic report." Johnson noted that he had frequently criticized the industry "for the shortcomings to which Mr. Crowther refers."

Observers noted that the Crowther article specifically attacked Senator Wiley (R., Wisc.) for sending the "endorsement and prestige of his authority" to "711 Ocean Drive," and wondered whether there was any connection between Johnson's insertion in the Record and the fact that Wiley had led the attack on the Coloradan's film licensing proposal.

Put Time Lapse on Films for Video

MEXICO CITY, July 26.—With the impending start of regular commercial television in Mexico, picture producers have taken what they call protective action. In their contracts with distributors they have inserted a clause which stipulates that a picture must not be exhibited on video during the five years following the making of the fact. This action, producers explain, is intended to prevent unfair competition for theatres.
$2-Million Set For 20th-Fox Ads to Jan. 1

Budget Keyed to Win New Audience: Einfeld

CHICAGO, July 27.—Twentieth Century-Fox is getting solidly in the saddle of its own product with more than $2,000,000 allocated for advertising in the present from the Jan. 1, Charles Einfeldt, advertising publicity vice-president, told the company’s national sales convention at the Drake Hotel here today.

The big promotional push is part of 20th-Fox’s full-scale campaign to change the theatregoing habits of the nation; to lure true box-office strangers, and step up the frequency of attendance by customers who don’t partake of film entertainment often enough. Also part of the effort is the addition of non-conventionally themed films as a supplement.

(Continued on page 3)

Ticket Tax Returns Off 3% for First Half of ’50, Says US

WASHINGTON, July 27.—General admission box-office returns in the first six months of 1950, reflecting box-office business from last December through May, totaled $168,952,704, compared to $174,597,820 during the first half of 1949. This was a drop of about three per cent, it is reported by the U. S. Bureau of Internal Revenue.

(Continued on page 3)

Hollywood Talent Starts War Effort

WASHINGTON, July 27.—The first group of film and radio stars have come forward to help the President’s Committee on Religion and Welfare in the Armed Forces awake U. S. communities to the need of providing enlarged recreation facilities for the expanded Armed Forces. Included in the group are Jack Benny, Edgar Bergen, Joe E. Brown, Bing Crosby, Bob Hope, Deanna Durbin, Ginger Rogers, Dinah Shore.

(Continued on page 3)

TEN CENTS

NEW YORK, U.S.A., FRIDAY, JULY 28, 1950

Anglo-US Film Agreement May Be Signed on Monday

All RKO Officers Re-elected by Board

Noah Dietrich, chairman of the board; Ned E. Depinet, president, and all other officers of RKO were re-elected at an organization meeting of the board of directors here yesterday. The special stockholders’ meeting in Dover last Tuesday formally elected the board.

Other officers, all re-elected for one year, are: Gordon E. Youngman, vice-president; V. J. Walker, vice-president and secretary; William H. Clark, treasurer; Garrett Van Wagner, comptroller; Joseph J. Laub and William F. Whitman, assistant secretaries; and O. R. McMahon, Harold E. Neuenhorst, Thomas F. O’Connor and A. E. Reoch, assistant treasurers.

(Continued on page 3)

House Unit Passes US Controls Bill

WASHINGTON, July 27.—The House Banking Committee today approved the Administration’s bill to give the government power to allocate materials to defense production and to exercise other broad controls over the nation’s economy.

This is the measure that might (Continued on page 3)

Allied, Citing Declines, Bids Distributors Share Losses

CHICAGO, July 27.—A full-scale attack on current trade practices at the Allied States screw convention was foreseen today as Allied leaders from several territories, meeting here informally in connection with the Allied Caravan’s two-day session, released a summary of alleged abuses in the industry.

These conclusions, as reported here, are:

1. That the box-office receipts for the past three months range from 17% to 35 per cent below the receipts for the corresponding months a year ago.

2. That while the distributors have for many years forced themselves into an unwelcome partnership with the exhibitors in drawing off the profits of the theatres, they have not recognized the corresponding obligation to share the losses resulting from the decline in business.

3. That on the contrary, reports from all territories indicate that the distributors are seeking to cushion themselves against the shocks of the current business decline by increasing domestic film rentals.

4. That this is being accomplished by unsealing allocations of pictures by (Continued on page 3)

Court Orders RKO, Reade Partner Split

RKO Wins Dissolution Bid; 15 Days for Deal

TRENTON, July 27.—RKO’s court bid for dissolution of its partnership with Walter Reade in the operation of Trenton—New Jersey, Chancery Theatre will be granted unless the two parties reach “some harmonious solution” within 15 days, it was decided here by Judge Jayne in Superior Court of New Jersey. Chancery Division.

RKO owns 50 per cent of the 12-theatre chain, with Reade controlling the remainder. Following decisions in the industry anti-trust suit which declared such joint ownerships by major companies illegal, RKO offered to buy out Reade or sell its interests to him at what RKO figured to be the market value of the stock.

Reade countered with an offer to buy out RKO’s interests but at book value. RKO then filed suit here asking

(Continued on page 3)

Senate Asked to Bar Films Made By Nazis, Fascists

WASHINGTON, July 27.—Senator Edwin Johnson (D., Colo.) today introduced in the Senate a resolution to declare that “it is the sense of the Senate that films produced or directed by former Nazis or Fascists or collaborators not be transported in interstate commerce.

Johnson said his resolution would cover all persons who were members of the German Nazi or Italian fascist

(Continued on page 3)

Monogram, Lippert Exchange Deal Off

Hollywood, July 27.—Discussion of proposals for joint distribution of product by Monogram and Lippert has been discontinued, according to Stavros S. Lippert, president, who yesterday reported that the two companies were discussing using the same exchanges.

Broidy said that the Lippert organization initiated the talks.
Personal Mention

SAMUEL GOLDFYN will serve as judge in a beauty-talent contest to be conducted Saturday by television station WPIX. Serving with him will be Miss Alice Kaplan, Miss America, and Russell Patterson, illustrator.

RUSSELL ORDWAY, manager of the Plaza Theatre, Windsor, Conn., is engaged to Dorothy Trueworthy of West Hartford, Conn.

GEORGE HUDAK, house manager of E. 17th St. Theatre, which is a subsidiary of the companies which own the theatres, was recently notified by Dr. Charles W. Netley, Mrs. Netley and their two children will soon leave Hollywood for a fall stay in England.

White, Solomon and Cohen in New Posts

A farewell luncheon, which was attended by all members of the 20th Century-Fox home publicity, advertising and management staffs, was held here yesterday. Lou White yesterday, publicity department writer who was transferred from the home office to the Coast. White is assigned to the new 20th-Fox special services unit recently inaugurated at the studio. The luncheon will be held Wednesday at the Warwick Hotel here. Heading the roster of colleagues who attended were Charles Cohen, Eimile Chabat-Fox and advertising publicity vice-president, who flew in from the company's sales meeting in Chicago. Representing White on the home office staff will be Charles Cohen, former staff writer for Metro-Goldwyn-Mayer and Universal-International.

Meanwhile, Eddie Solomon, Midwest exploitation manager for 20th in Chicago, has been promoted to the new special services unit at the studio under Harry Brand. He will report to his new post in about two weeks.

Women's Club Group Cites U-P's "Louisa"
The New York City Federation of Women's Clubs, representing 280 organizations, will make a special presentation to the 20th Century-Fox's Universal-International in tribute to its forthcoming "Louisa" as the "outstanding" family comedy of the year. The presentation will be held Wednesday at the "21 Club." Participating will be members of the Motion Picture Association of America, leading industry figures, and representatives of the Federation.

Product Plentiful, 11 Companies Setting 148 Features for 5 Months

Eleven distributors have scheduled 148 pictures for release during the five-month period from Aug. 1 to Dec. 31, according to a Motion Picture Herald survey. Thirty-eight will be black and white. The total number of pictures scheduled will not be tentative.

Eagle Lion Classics is in the lead with 21 pictures scheduled, four in color; Republic has 19 with four in color; M-G-M 16, six in color; RKO Radio four in color; Columbia 14, one in color; United Artists 12; Warner Brothers 10, two in color; Universal-International 10, five in color; Paramount nine, four in color; Monogram seven, one in color.

The product shows no particular trends or cycles the survey revealed. All types are represented with equal emphasis, from the grand features to the exploitation section. While it may not be possible to determine the final outcome of the motion picture business, the trend in the production lines is definite.

Ray Hanners, Coast Newsman, Killed

HOLLYWOOD, July 27.—Funeral services will be held Saturday afternoon at Pierce Brothers, Chapel here for Ray L. Hanners, 57, widely known West Coast journalist who covered Los Angeles Federal Court activities for Motion Picture Daily for the past 17 years. Hanners was struck down a missile while crossing the street in front of his home last evening.

Henry H. Adelstein, newspaperman in 1915, Hanners covered the Persian military juncture into Mexico for the Associated Press and subsequently headed the AP bureau in Arizona and later in Los Angeles. An expert on legal matters, he had been with his brother, John, and an automobile accident in 1943, covering the Federal "beat." The widow and a brother survive.

A. E. Lathrop, 84, Killed in Alaska

SEATTLE, July 27.—Austin Eugene Lathrop, 84, Alaska's wealthiest resident, was killed yesterday at Sunnarna, Alaska, when he was crushed beneath the wheels of a coal car. Lathrop owned two theatres in Anchorage, two in Fairbanks and one in Cordova. He also owned radio stations in Anchorage and in Fairbanks and published the Fairbanks News-Miner.

'Teresa' Studio Party

New York had a studio production-completion party yesterday following the final shooting of "Teresa" here. Pier Angeli and John Ericson, in addition to other cast members, joined producer Arthur Loew and director Fred Zinnemann in the celebration at 20th-Century-Fox's Movietone Studio and guests including editors and reporters from the metropolitan and trade press.

Arnold Promoting Bonds

BOSTON, July 27.—Edward Arnold spoke today to 850 employees of the Massachusetts Bonding and Insurance Company at a meeting called "The Time to Buy Bonds." He stated that there was a debt due the city never been urgent because of the present crisis.

MGM Executives at Final Hensler Rites

KANSAS CITY, July 27.—The funeral here this morning of M-G-M field sales executive Frank C. Hensler had a large attendance, among those present being a large group of MGM and RKO office assistants, from Kansas City, and Burtis Bishop, Jr., Midwest sales manager, from Chicago. A branch manager of Henry Freidel, Denver; Carl P. Netley, Salt Lake City; and Herbert Benning, St. Louis, make the trip for demonstration in from 90 to 120 days.

Services Tonight for Lawson Williams, 54

Funeral services will be held at St. Augustine's Church in the Bronx this evening for Lawson Williams, 54, of 32 Avenue and a member of the Bronx chamber of commerce, who died Tuesday after a long illness. Williams was one of the company's oldest employees in length of service, having started with the old Universal in 1918. Burial will be from Alleyn's Funeral Parlors, the Bronx, of the widow, a daughter and a son survive.

82 Theatres Will 'Sneak' The Voice

Two more Loew houses will have been added to the "sneak" preview theatre list, screening a total of 82 theatres for showings for "The Next Voice You Hear." The two additions are Buffalo, Buffalo, and Loew's Vendon at Nashville. Both will show the picture on Aug. 14. Eight other Loew theatres, meanwhile, have changed their preview dates. Five have switched to Aug. 9, namely, Indianapolis, New Orleans, Norfolk, Pittsburgh and San Francisco; Loew's Warfield in San Francisco has postponed the sneak to Aug. 16, and Loew's). State, Louisville, and Atlantic, Wilmington, has switched to Aug. 11.

Award to Schary Film

HOLLYWOOD, July 27.—Metro-Goldwyn-Mayer has awarded the "Jim Scholarship" to Robert D. Schary, the producer, accepted the award at a luncheon here today.

NEW YORK THEATRES

Radio City Music Hall, Rockefeller Center

Marlon Brando - Teresa Wright in STANLEY KRAMER'S "THE MEN"

Released thru United Artists

SPECTACULAR STAGE PRESENTATION

711 OCEAN DRIVE

JAMES STEWART in "Broken Arrow" TECHNOCOLOR

JAMES STEWART in "Broken Arrow" TECHNOCOLOR

The Andrews Sisters

Lavrene-Patty-Maxene

Carol Lynley

Sailors are Better than Troopers

Davit, July 28, 1956

JOSEPH L. MANKIEWICZ, director of Darryl F. Zanuck's production of "A Snake in the Grass," will meet a European vacation in order to be in New York for the world premiere of the 20th-Century-Fox film at the RKO on July 16.

BUFFALO, July 27.—Election of directors of the Motion Picture Theatre Owners of Western New York will be held here on Monday.

WASHINGTON, July 27.—General Electric today informed the Federal Communication Commission that the company is working on a new system of colored television which it calls a frequency interface system. It may be ready for demonstration in from 90 to 120 days.

BOSTON, July 27.—Variety Club of New England will hold its annual golf tournament at the Pine Brook Country Club, Weston, Mass., Aug. 10, with persons outside the industry also invited to attend.

Cable shipments includes Robert Sternberg, Nate Levin, Jim Brown and Arnold Van Leer.
Blumberg Report on UK Activity Ponds

Nate J. Blumberg, Universal president, who has been in England looking over J. Arthur Rank's operations and consulting with British industry leaders, arrived in New York yesterday aboard the S.S. Olympic. Refusing to reveal upon his arrival any details he may have discussed with British leaders, Blumberg indicated that he would make an announcement of the results of his trip at a conference here next week.

War Warning: ‘Buy Equipment Now’

PHILADELPHIA, July 27—Exhibitors were urged to take care of all heir theatre needs immediately by Sidney E. Smulian, director of Eastern Pennsylvania Allied, because of the Korean situation and "general world conditions." Smulian's warning, Samuelson noted: "Check every item of your theatre, equipment, supplies and refreshments. If you have not ordered them, do so now. Do not over-buy and create a shortage which will result in increased prices. Build up your own supplies of necessary operating material.

RKO, Reade (Continued from page 1)

John F. Kirby, Warner Brothers Southern division sales manager, will preside over a two-day regional sales meeting of the company's Northeastern and Southwestern districts on Monday and Tuesday in New Orleans, to discuss the sales meeting of Warner executives in Los Angeles. Also attending in New Orleans will be: Southeastern district manager W. O. Williamson, Jr., Atlanta, and branch managers Kalpy Iamamza, Atlanta; L. Livingston, Charlotte; R. H. Dunlap, Jacksonville, and Luke Connor, New Orleans; Southwestern district manager Doak Roberts, Dallas; and branch managers Vernon Adams, Dallas; Ed Williamson, Memphis, and Don Tullius, Oklahoma City.

Anglo-US Talks (Continued from page 1)

to the Royal Naval Film Corp., at which the Earl of Mountbatten and Johnston spoke in the presence of the Directors of Kent, both emphasizing that Anglo-American cooperation is more important than ever in these dangerous days. Johnston afterwards went to the House of Commons to listen to a Winston Churchill speech. He will fly to Paris this evening.

US Controls Bill (Continued from page 1)

me a setback or complete halt for theatre building. It also authorizes consumer credit controls on appliances such as television sets.

BANKING ON THE MOTION PICTURE INDUSTRY

BANKERS TRUST COMPANY NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

20th Budget

(Collapsed from page 1)

to the company's regular production program, as reported yesterday.

All types of national media will be utilized in the campaign, Einfeld said, with the indication that it will be up to the distributors involved in the local touch to complete the pre-selling job.

Design to keep theatres constantly aware of the 20th-Fox product and the pre-selling effort behind it, 20th-Fox also claims the largest budget in the industry for trade press advertising.

Special campaigns have been mapped for several of the company's productions, including "No Way Out" and "All About Eve," both of which are Darryl F. Zanuck's own. More than $750,000 has been set to push "No Way Out" in national magazine, radio and regional newspaper campaigns. Einfeld pointed out that the campaign will include Life, Look, Red Book, Collier's, Seventeen and This Week, with the list also including Saturday Review of Literature, New Yorker and various Negro periodicals.

Various others are getting extensive support, including "Broken Arrow," "Black Rose," "Panic in the Streets," "The Gunfighter," "where the Sidewalk Ends" and "Stella."

To Use Literary Journals

In the case of "Panic," the aim is to reach infrquent theatre-goers with specially designed ads based upon Elia Kazan's movie, with publications as Atlantic Monthly, Harper's and the Saturday Review, in advertisement in Variety, and in the nation's mass media. The national buildup for "Panic" is slated at an approximate cost of $350,000, it was claimed.

Einfeld said this same approach is being followed in the "Arrows" campaign, with some $400,000 being spent. In addition to the major circulation publications, leading Negro periodicals will be used.

The science fiction "Black Rose" campaign, according to Einfeld, "is an outstanding example of an integrated national promotional publicity build-up behind a quality motion picture."

An integral part of the over-all production plan is the recently-announced Special Services Unit at the 20th-Fox studio which will function publicity-wise from the date a property is purchased.

Ticket Tax Off (Continued from page 1)

Revenue, June figures, reflecting May businesses, shows the general admission collection total was $28,619,345, compared with the two previous months $30,459,373 in June, 1949. In four of the first six months, 1950 collections were behind 1949; they were ahead only in January and April.

Although the tax figures show a drop of three per cent in the first six months, it was probably considerably greater for motion picture theatres. Exhibitor tax figures, which since the general admission collections figure includes sports events and other general admission entries, makes this an even greater decline in film admissions.

McDonald Readies Phonevision for 90-day Test Run

CHICAGO, July 27.—The 90-day limited commercial test of Phonevision, starting Oct. 1, will be limited to 300 Chicago families and will be limited to the telephone area in cooperation with the Illinois Bell Telephone Co. through Zenith's experimental television station, WNBV TV Canal 13.

It was announced yesterday by F. E. McDonald, Jr., Zenith radio president.

Thirty families were chosen by the National Opinion Research Center of the University of Chicago from approximately 51,000 families who applied. During the test it is planned to broadcast a different feature each night for 90 days.

McDonald pointed out that the original Federal Communications Commission authorization of the test, and the extension in time to Oct. 1, need not be construed as indicating that the Commission has or will approve Phonevision as a permanent public commercial service.

Allied Demands (Continued from page 1)

increased demands for percentage playing and for higher flat rentals.

As a matter of simple justice and fair dealing the distributors must accept their fair share of the loss and their extension in time to Oct. 1, need not be construed as indicating that the Commission has or will approve Phonevision as a permanent public commercial service.

Kirby to Preside At Warner Meeting

John F. Kirby, Warner Brothers Southern division sales manager, will preside over a two-day regional sales meeting of the company's Southeastern and Southwestern districts on Monday and Tuesday in New Orleans, to discuss the sales meeting of Warner executives in Los Angeles. Also attending in New Orleans will be: Southeastern district manager W. O. Williamson, Jr., Atlanta, and branch managers Kalpy Iamamza, Atlanta; L. Livingston, Charlotte; R. H. Dunlap, Jacksonville, and Luke Connor, New Orleans; Southwestern district manager Doak Roberts, Dallas; and branch managers Vernon Adams, Dallas; Ed Williamson, Memphis, and Don Tullius, Oklahoma City.
FOR A GREAT PICTURE

GREAT BUSINESS

GREAT REVIEWS

AT A GREAT THEATRE

*Watch for the sensational
Boston and San Francisco openings!
"Superb entertainment. Among the year’s best pictures!"  
—POST

"Well worth making...well worth seeing!"  
—HERALD TRIBUNE

"Fine and arresting. Striking, affecting, rewarding!"  
—TIMES

"Ranks with the handful of extraordinary films that do credit to Hollywood!"  
—TIME

"A movie to see!"  
—SEVENTEEN

"A fine film!"  
—LIFE

"Wonderful!"  
—LOOK

"The Men"
STANLEY KRAMER'S
MARLON BRANDO - TERESA WRIGHT "The Men" with Everett Sloane - Jack Webb - Richard Conte - Virgina Farmer - Dorothy Tree - Howard St. John
Produced by STANLEY KRAMER - Directed by FRED ZINNEMANN - Story and Screenplay by CARL FOREMAN - Associate Producer GEORGE GLASS - Music Composed and Directed by DIMI T TIOMKIN

thru UA
An exciting circumstance has bobbed up within the last few days. A picture opened up and did more business than theatres where it played have been doing during the last several months.

We can’t lay claim to busting records of all-time highs.

You wouldn’t believe us if we did.

BUT WE DO CLAIM, WITHOUT EQUIVOCAION, THIS IS 1950 TOP, TOP BUSINESS.

Check with the Paramount Theatre in New York.

Check with the Pantages and Hillstreet Theatres and throughout the Los Angeles territory where the picture opened day and date.

Check with the Allen Theatre in Cleveland.

Check with the J. P. Harris Theatre in Pittsburgh.

Check with the Brandeis Theatre in Omaha.

Here is a motion picture story that is part of today’s headlines.

Here is an advertising campaign with sound merchandising.

That’s the opening story in the distribution of 711 OCEAN DRIVE.

Let’s all get back to show business where we belong.
**Circuits, ‘306’ Agree on Plan for Pensions**

**National Pattern Seen by Walsh in Joint Program**

Agreement on a draft of a union-management-sponsored pension program for projectionists, which includes retirement, health, sickness, and death benefits, has been reached between New York’s IATSE Local 306 and Loew’s, RKO, Warner, Paramount, and other circuits.

“IA” international president Richard F. Walsh, who “went to bat” for “306” more than once during the recent negotiations for the program, has maintained that the New York local’s gains in this respect are likely to be followed by similar achievements by other projectionists’ locals until virtually all of them make such gains.

(Continued on page 2)

**Kelly May Return to UA for Chaplin**

Personnel developments at United Artists took an unusual twist at the weekend with the report that Arthur V. Kelly, who has just vacated the post of executive vice-president in charge of the foreign department, has been invited back to UA, this time as sales representative for former owner Charles Chaplin, now a majority stockholder. Kelly would be empowered to approve all contracts for Chaplin films being released by UA, including “City Lights” and other re-issues slated for handling at a later date.

Kelly was not in his office at the weekend and could not be reached for comment.

(Continued on page 2)

**Acts in Children’s Film Crisis in UK**

Los Angeles, July 30—Following upon J. Arthur Rank’s recent abandonment of his production of children’s films on economy grounds, Frank Harris, chairman of the Association of Specialized Film Producers, has launched a campaign for a plan which would compensate for the loss.

The Association, he announced, has been asked to take the lead in

(Continued on page 2)

**U. K. Subsidy Gets Another Million Pounds**

Archibald Warns British Of Losing Production

London, July 30—The British government’s Film Finance Corp. bill, increasing from 5,000,000 to 6,000,000 pounds the funds at the disposal of the corporation, has passed all stages in the House of Lords and will become law when it is accorded formal Royal assent, expected momentarily.

(Translated into dollars the figures represent an increase from $14,000,000 to $16,000,000.)

In the course of debate on the bill, Lord Archibald declared that, broadly speaking, the Finance Corp. bill was not relevant to the main problem facing the British industry. He said that if the industry were to survive, it had to bridge the

(Continued on page 2)

**Halpern in New Bid For Theatre Video**

Los Angeles, July 30—In leading up to an all-out recommendation for wide-scale adoption of theatre television, “with which some of the greatest chapters in motion picture history can be written,” Nathan L. Halpern, theatre consultant to the Theatre Owners of America, stated here at the weekend that Phoenvision has “a long way to go.”

He told a weekend meeting of the Southern California Theatre Owners Association that with film producers and distributors, the telephone interests, and kinecapers sharing Phoenvision revenue with Zenith, it is inconceivable that a producer could

(Continued on page 2)

**‘50 Years of Progress in Motion Picture Advertising’**

Community Role Aids Box-Office; Ryder

The policy of theatre managers taking personal interest in community social activities and a lead in welfare and civic enterprises has met extensive success in houses of Greater Union Theatres of Australia, Norman B. Ryder, chairman of the board of GUT, stated at a luncheon given on Friday in his honor by Nate J. Blumberg, president of Universal.

Ryder returns each year to make a speech for themselves; they are getting better every day,” Ryder said.

Attending the luncheon, among others, were Al Daff, William A. Scully, Leo Goldberg, Dave Lipton, Maurice Bergman and A. J. O’Keefe.

An exhibit covering 50 years of motion picture advertising, said to be the first of its kind ever assembled, will be shown at the Associated American Artists Galleries, New York, from August 11 to 18. It was announced at the weekend by Reeves Lewenthal, president of the Galleries.

The exhibit will be not only for the professional advertising man but also for the general public because of the nature of the subject matter, according to Lewenthal.

Lewenthal said there will be more than 100 samples in the exhibit highlighting the progress and development of motion picture advertising over the last 50 years. They will show a steady increase in the size of ads used which indicate how motion picture

(Continued on page 2)

**‘U’ Starts 13-Week Scully Sales Drive**

Following the conclusion of its “Big Push Sales Drive,” which ended on Saturday, Universal will immediately launch another 13-week campaign, to be known as the “Bill Scully Drive.”

Starting today and ending Oct. 28, the Scully drive will be supported by special sales and promotional efforts with concentration given to intensive advertising and publicity campaigns

(Continued on page 2)
Personal Mention

DAVID LIPTON, Universal-International advertising-publicity director, left here at the weekend for the Coast.

HUGH OWEN, Paramount Eastern and Midwest district manager, and JOSEPH WALSH, branch operations manager, have returned to New York from a tour of St. Louis, Kansas City, Oklahoma City and Dallas.

JOSEPH H. SELDMAN, Universal foreign department adviser, has returned to his desk here from Miami Beach, Fla., after attending the funeral of his father.

HERBERT EDWARDS of the U. S. State Department’s film section, was in New York at the weekend from Washington.

FREDERICK BAUER of McCall’s magazine has returned here from a two-week vacation.

UK Children’s Films

(Continued from page 1)

Newsreel Parade

THE Korean front and Mackenzie King funeral services are current newsreel highlights. Other items include a horse race, sports and human interest stories. Complete contents follow.


NEWS OF THE DAY, No. 25—Film hearings were continued in Washington, warrant issued against hoarding, Summa bailed. Robinson and Pumari pregnancy announced. Black market action against Japan.

PARAMOUNT NEWS, No. 50—In the sporting world, Earl of Chesterfield, the legendary British boxer, accepted the invitation to fight in the United States. The British boxer received a $10,000 battle fund. President Truman signed the Smith-Fahinio Armed Forces Volunteer Act, giving young men the opportunity to enter the service of their choice.

Haines to Preside At Chicago Meeting

Roy Haines, Warner’s Western division sales manager, is presiding over the Chicago meeting of the company’s Midwest and Prairie districts today and tomorrow in Chicago. Purpose of the meeting is to discuss strategy for the present meeting of executives in Los Angeles.

Also present at today’s meeting will be Harry A. Seed, Midwest district manager, Chicago, and branch managers A. J. Shumow, Chicago; W. D. Maloney, Los Angeles; and Tom Hilsenrath, Milwaukee. Guest speakers are: Art Anderson, Minneapolis; Hall Walsh, Prairie district manager; St. Louis and branch managers Leon Fromer, St. Louis, and Ansel Skulnick, Kansas City; F. J. Hammon, Omaha, and Lester Bonn, St. Louis.

Moskowitz in Buffalo For 20th-Fox Meet

BUFFALO, July 30—Martin Moskowitz, Empire State division sales manager for 20th-Fox, has arrived here to preside over an upstate territorial meetings tomorrow which will bring together key personnel from the entire sales area. He was accompanied by Sam Diamond, New York, and Alister and Ashwalow and Joe St. Clair of the New York office.

Services for D. Gillmore

Funeral services for Douglas Gillmore, 47, were held at the chapel at Woodland Cemetery here Friday. A stage and screen actor, Gillmore was best known for his roles in the stage and screen versions of “Curtain.” He is survived by his mother, Florence Gillmore, a sister, Priscilla, and a brother, James.
NOW

As Always
You Can Depend
on
EASTMAN FILMS
and
BRULATOUR SERVICE
for your
PRODUCTION and DISTRIBUTION
FILM NEEDS

J. E. BRULATOUR, INC.
FORT LEE + CHICAGO + HOLLYWOOD
<table>
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<tr>
<th>WEEK OF</th>
<th>COLUMBIA</th>
<th>EAGLE LION CLASSICS</th>
<th>M-G-M</th>
<th>MONO.</th>
<th>PAR.</th>
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<th>RKO RADIO</th>
<th>20TH-FOX</th>
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<tr>
<td>June 18</td>
<td>(June Releases)</td>
<td>GOOD HUMOR</td>
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<td>IROQUOIS TRAIL</td>
<td>FALLEN IDOL</td>
<td>Ralph Richardson</td>
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<td>June 18</td>
<td>(June Releases)</td>
<td>FORTUNES OF CAPTAIN BLOOD</td>
<td>(June Releases)</td>
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<td>EAGLE AND THE HAWK</td>
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<td>CURTAIN CALL AT CATHOLIC CREEK</td>
<td>Leroy J. Jackson</td>
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<td>June 25</td>
<td>STATE PENITENTIARY</td>
<td>WARREN &amp; Max</td>
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<td>RETURN OF THE FRONTIERMAN</td>
<td>Joseph L. Ruttenburg</td>
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<td>July 2</td>
<td>TEXAS DYNAMO</td>
<td>EXLEY ARNO</td>
<td>(June Releases)</td>
<td>TIMBERFIRE</td>
<td>RKO RADIO</td>
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<td>(June Release)</td>
<td>SNOW DOG</td>
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<td>SPI ROWN</td>
<td>Leslie Goodrich</td>
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<td>July 9</td>
<td>(July Releases)</td>
<td>RINGSIDE</td>
<td>(June Releases)</td>
<td>DUCHESS OF IDAHO</td>
<td>20TH-FOX</td>
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<td>TRAIL WITHOUT JURY</td>
<td>(June Release)</td>
<td>ONCE A THIEF</td>
<td>Victor Horsting</td>
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<td>July 16</td>
<td>(July Releases)</td>
<td>751 OCEAN DRIVE</td>
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<td>William A. Seiter</td>
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<td>July 23</td>
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<td>BEYOND THE PURPLE HILLS</td>
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<td>THREE LITTLE WORDS</td>
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<td>TREASURE ISLAND</td>
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<td>GREAT JEWELER</td>
<td>Edward L. Cahn</td>
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<td>July 30</td>
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<td>SECRET OF THE MARQUIS</td>
<td>(July Releases)</td>
<td>FLAME AND THE ARROW</td>
<td>Robert Florey</td>
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**Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action. Production Numbers Are In Parentheses. (Rev.) Motion Picture Daily Review Date.**
Review

"Holy Year, 1950"

A fascinating documentary based on the 1950 Holy Year is offered by 20th Century-Fox in this 42-minute film. Despite its specialized content, the film is one of general appeal. The timeliness of the picture is obvious and ticket-conscious showmen will find it exploitable.

Produced by Edmund Reek of Movietone News, the film shows the mark of care and patience. Untold like a travelogue, it proceeds to capture just about everything pertinent to the Jubilee ceremonies. Photographed in detail are the intricate scenes of preparations by the Vatican for the event. One of the numerous highlights of the picture are the candid scenes of the Pontiff and Cardinal Spellman. Also shown is the latter heading the first official pilgrimage from the United States to the Holy City.

Sections of the art treasures, the museums, cathedrals and other magnificent places of the Vatican run through the film. Many ceremonies and rituals are shown in detail and these scenes are balanced by several dramatic incidents, such as the arrival of the first a pictorial pilgrimage to the Eternal City and very probably takes in more than the average pilgrim could in one trip. A narration by Father Robert L. Gannon accompanies the picture. Anthony Manto directs.

Running time, 42 minutes. General release.

"306' Pensions"

(Continued from page 1)

All in the U.S. are similarly covered.

Herman Geller, president of "306,'" said agreement of a single draft of a pension program was reached following examination and study of several different drafts by union and management representatives and U.S. Government actuaries. At present, he added, union and management attorneys are giving the proposals what is expected to be final examination preparatory to the signing of contracts. Geller is anxious to have signatures placed on the pact before the "IA' international convention in Detroit in mid-August so that he will be in a position to give the delegates a complete analysis of the joint pension program.

Follows Long Talks

Agreement on a mutually-acceptable draft came after several months of negotiations. The principal hitch in the talks revolved around the fact that Loew's and RKO have their own pension programs in force and were utterly opposed to continuing those programs along with a union-management set-up. The union, on the other hand, was whether sacrifices would have to be made by Loew and RKO pensionists. Whether a compromise for such sacrifices could be embodied in a joint program. With the adoption of the draft under study, the pensionists would be dropped from the Loew and RKO retirement plans.

Local 306 adopted its own pension program in 1943 when Geller took office. Meanwhile, however, cost-of-living increases tended to place an added burden on pensioners. The locals regarded the adoption of a union-management program as the best means for increasing benefits in proportion to cost-of-living rises, since the local by itself could not sustain the financial burden of higher payments.

4 Distributors File

(Continued from page 1)

Told to Show Books

(Continued from page 1)

Thank you, SEVENTEEN! We know that the nation's teens followed your lead to "Annie Get Your Gun," previous SEVENTEEN Picture of the Month. We know they'll follow your lead again to "The Next Voice You Hear." Starring James Whitmore, Nancy Davis. Directed by William A. Wellman and produced by Dore Schary.

in Conrad, State and Orpheum in Cut Bank, and the Roxy and Orpheum in Shelby, all in Montana.

Recoveries of the art in each suit for damages resulting from alleged under-reporting of receipts.

Van Cott, Bagley, Cornwall and McCarthy of Salt Lake City, and Lester H. Mohle of Helena, are attorneys for the Sargent and Stein of New York of counsel.

U. K. Subsidy

(Continued from page 1)

gap between expenditure and income.

Maintained Lord Archibald: "Unless something can be done to eliminate or greatly reduce the present losses of production, then despite the quota and the Film Finance Corp, production in this country is going to dwindle and come to an end."

Favors Higher Budgets

Much of the extravagance in the industry here, Lord Archibald concluded, has been eliminated. If he added, the industry could not be maintained on a program consisting entirely of small-budget films. He hoped the corporation would be encouraged by Harold Wilson, president of the British Board of Trade, to look more favorably on films costing more, so that Britain could get a properly balanced production program.

On the policy of the corporation towards independent producers, Lord Archibald said it appeared that it was only to encourage the making of films costing less than 150,000 pounds. He did not believe British films at an average cost of 100,000 to 150,000 pounds could hope to compete either in the domestic or overseas market. It was a fallacy to believe that important and therefore expensive films must necessarily lose more money than inexpensive ones, he held.

Earlier, when moving the bill's second reading, the Government spokesman, Lord Lucas, said that without the efforts of the Finance Corp, the British film industry "would have broken up on the rocks on which it had drifted."

The theatres involved in each case are the Patricia and Little Patricia in Aiken, Carolina, Rateburg; Liberty, Johnston; Leesville, Leesville; Hollywood, McCormick, and the Graniteville in Graniteville, all in South Carolina, and the Lakeview in Augusta, Georgia.

Daniel, Russell and Means of Spartanburg, Carolina, are the attorneys for each plaintiff-distributor, and Sargent and Stein of New York are of counsel.

the next voice you hear

Two-in-a-row for M-G-M! Our Picture of the Month Award is theirs again in August. The big 7,500,000 teen-age girl market will respond to the simplicity and warmth of "The Next Voice You Hear." "Unique" is the word for a movie our editors name best entertainment in terms of form, content and sincerity of purpose for 2,500,000 readers.

the next voice you hear

Told to Show Books

(Continued from page 1)
Aim at US-UK Agreement in Meeting Today

Would Settle Principles And Draft Details Later

By PETER BURNUP

London, July 31.—Eric Johnston and Ellis Arnall will meet tomorrow with British Board of Trade President Harold Wilson with the respect of an agreement in principle being reached on a revised Anglo-American film pact.

It was expected last week that the negotiations between the American and British representatives would be concluded today. However, President of the Motion Picture Association of America, Mr. Johnston and Wilson met privately this morning in an endeavor to reach agreement on a formula proposed last week by the American Industry representatives and put in writing on Friday by MPAA’s Joyce O’Hara and Fayette W. Allport and British government aides, and it was announced subsequently that another meeting will be held tomorrow.

The hope among the British and American negotiators is that a meeting tomorrow (Continued on page 4).

Skouras Names J.J., 4 in Counter Suit

A $3,045,000 cross-complaint was filed in U. S. District Court here yesterday by Skouras Theatres as an aftermath of a similar anti-trust action filed earlier this year by J. J. Theatres and the Luxor Group against Skouras, 20th-Fox, Warner, RKO and Universal.

The counter action names as defendants J. J. Luxor, and the distributees (Continued on page 4).

Warner Reports Nine-Month Profit of $7,316,000

WB Starting 11 This Month

Setting a production record for the studio for the past 13 years, Warner Bros. will have a total of 11 films shooting by mid-month, the first pictures before the cameras, Warner has also scheduled two more to start Aug. 14, and three on Aug. 21.

The 11 pictures will use 20 stars, including Charles Bickford, Humphrey Bogart, Marlon Brando, James Cagney, Steve Cochran, Joan Crawford, Doris Day, Billy De Wolfe, Scott Forbes, June Haver, Burt Lancaster, Vivien Leigh, Frank Lovejoy, Gordon MacRae, Virginia Mayo, Dennis Morgan, Gene Nelson, Gregory Peck, Phyllis Thaxter and John Wayne. Additionally, a total of 73 other important roles have been cast.

Excess Profits Tax Backed in Senate

WASHINGTON, July 31.—Although chances for passage of the excess profits tax bill were increased in the Senate and House, the tax bill looks like it will be extended for another year for film companies.

Chairman Walter G. George of the Senate Finance Committee said he does not think there will be an excess profits levy this year, but that there is a good chance for one next year.

KATO to Request Insurance Rate Cut

LOUISVILLE, July 31.—A request for lower insurance rates will be made by KATO, the Motion Picture Owners Association of Louisville. Owners to the state Commissioner of Insurance following a survey of the use of safety film in Kentucky theatres. Owners have been asked by E. L. Ormstein, KATO director, to report the percentage of films on safety stock currently in use.

Brandt Buying RKO Circuit

At $8 Million

In Accord with Hughes For 24% Stock Control

Upon separation of the circuit from production-control, control of RKO Theatres will shift to Trans-Lux Theatres, headed by New York circuit operator Harry Brant, under a deal now verbally agreed upon for the acquisition of Howard Hughes' 24 per cent stock interests at a price of approximately $8,500,000.

Official sources here stated yesterday that the agreement is now in the hands of attorneys for both sides who are at work on the legal phraseology of the agreement and the indication is that the actual signing can be expected within the next few days.

The New York banking firm of (Continued on page 4)

Six 20th-Fox Field Meetings Underway

First of six 20th Century-Fox divisional sales meetings, all patterned after the Central sales convention in Chicago last week, took place in Buffalo yesterday with Empire State division chief Martin Moskowitz presiding, the company reports here. The address given by A. W. Smith, Jr. (Continued on page 4)

Fitzgibbons, Bolstad FP Pacts Extended

Toronto, July 31.—Still to run to 1953, the contract of president J. J. Fitzgibbons with Famous Players Canadian Corp. has been extended for two years to make it effective until June 1, 1955 under an agreement with Famous Players and Paramount International. The original signing was in 1946.

Likewise the contract of vice-president R. W. Bolstad with Famous Players and Paramount International has been extended a similar period to June 1, 1953. This contract had been scheduled to expire next June. (Continued on page 4).
Chaplin Bars Use of Film for ‘Red’ Paper

HOLLYWOOD, July 31—A proposed benefit performance of Charlie Chaplin’s silent film, “The Circus,” has been forced to pause by a suit filed by the committee of five attorneys, it was learned here. The showing was to raise money for the Communist party, Daily People’s World.

Charles Loring, attorney representing Chaplin, declared that the theatre had been given a permit to exhibit the film and that Chaplin “did not at any time authorize or consent to the showing.

Norton Ritchey on World-Wide Trip

Norton V. Ritchey, Monogram-In-"Speller, went overseas last week for a round the-world trip.

In Tokyo, Ritchey will confer with Shochiku Co., Ltd., distributors of Monogram product. He will deliver to the Tokyo company a print of “The Babe Ruth Story.

20th Transfers Tod

Ted Tod, former exploitation manager for the Midwest division of 20th Century-Fox, has been transferred to the company’s distribution unit in Chicago, replacing Eddie Solomon.

Solomon has been promoted to the post of assistant director of public relations in the studio’s public relations department.

‘Union’ Screenings Held

All 38 Paramount branches in the United States and Canada held special screenings of “Union Station” for the benefit of the United Farm Workers Union last week. The screenings were held at the request of A. W. Schwaberg, president of Paramount Film Distributing Corp.

‘U’ Dividend Is $1.06

Board of directors of Universal Pictures Corp. declared a quarterly dividend of $1.0625 per share on the company’s four and one-quarter per cent cumulative preferred stock, payable Sept. 1 to stockholders of record Aug. 15.

31,000,000 TV Sets Made in Six Months

Washington, July 31—Representing a new record for the industry, 3,100,000 television sets were manufactured in the first six months of 1950, creating the output of all of 1949, the Radio Television Manufacturers Association reports here.

The production of radio receivers during the first half of this year totaled $29,852,255, representing an increase of more than 115,000 over the output for the first half of 1949, it was said.

Personal Mention

JAY BONAFONT, RKO Pictures vice-president, left here yesterday for New York where he will be a guest of American Military Government officials in Frankfurt and plans to visit several other European cities.

MAURICE N. WOLF, assistant to H. W. Blumberg, U-M-G-M exhibitor relations head, will speak before the New York Kiwanis Club tomorrow at the Warwick Hotel.

WOLFE COHEN, Warner International president, will leave here tomorrow for Rio de Janeiro for his first stop on a tour of South America.

F. A. MCCARTHY, Universal-International Southern and Canadian sales manager, will leave New York today for Indianapolis.

FOSTER M. BLAKE, Universal-International Western sales manager, has returned to New York from Omaha and Chicago.

MOREY GOLDBERG, Monogram general sales manager, left here last night for New Haven and will be in Boston tomorrow.

HORST DIETZ, M-G-M advertising-publicity vice-president, left here last night for the Coast.

Richard in Rochmont

RICHARD de ROCHEMONT, March of Time producer, returned here yesterday from Europe.

LIEF JONES, Neumade Products sales manager, has returned from New York.

K. E. HEMPEL, President of the RKO Releasing Co., is in Chicago from New York to attend the National Audio-Visual Dealers Convention.

OSCAR F. NEU, president of Neumade Products, is in Buffalo from New York and will go from there to Lake George for a vacation.

Al Brooker, brother of Jack Brooker, Realart president, has been made assistant to Jack Zide, Michigan franchise.

CHARLES C. MOSKOWITZ, Loew’s vice-president and treasurer, is back here from the Coast next Monday.

A. DICKSTEIN, United Artists New York branch manager, left here yesterday for Albany and Gloversville.

CARROL PUCLATO, Realart exchanges operations manager, is touring Midwest exchanges from New York.

CLAUDE MILES, special representative for N. Peter Rayton, will leave here today for Dallas.

Radio Contest ‘Plugs’ Irma’ Opening Here

The Chicago world premiere and key city openings of Universal International’s “Louisa” will be backed by personal appearances of the largest contingent of stars from a single picture ever assembled by the company,” David A. Lipton, U-I national director of advertising-publicity, announced.

The stars, including Ronald Reagan, Charles Coburn, Ruth Hussey, Spring Byington, Edmund Gwenn and Piper Laurie, will visit 26 key cities in addition to Chicago for personal appearances and press and radio interviews, according to Lipton.

In addition, Mrs. Lipton, who makes her starring role in “Louisa,” will visit a large number of sub-key situations not normally covered by personal appearances.

Sanford Sues Columbia

LOS ANGELES, July 31—Clifford Sanford, producer-writer, has filed suit in Federal court here against Columbia for $45,000 damages alleged incurred by the studio’s use of a “son of Robert Downey” character in the film “Rogues of Sherwood Forest.” Sanford contends Columbia violated a contract by using the character a second time without engaging his services.

Lunch for L. F. Blumberg

Lewis F. Blumberg, who has resigned as general sales manager of the television department of United Artists Corp. and is leaving New York to become assistant managing director of the Zoro Corp. in Indiana, was given a testimonial luncheon at Villa Sweden here yesterday. Among those attending were clients and associates and friends.

SPG Enrolls More Than 100 Producers

Hollywood, July 31—Screen Producers Guild membership has passed the 100 mark, membership committee chairman Arthur Hornblow reported at the organization’s third regular meeting held tonight at the Beverly Hills Hotel, with president William Perlberg presiding. It is estimated the selection point is around 12,000 eligibility rules limit membership to producers employed by studio, company or an equivalent basis.

‘306’ Pension Talks Expected This Week

Attorneys for the circuits and LATSE Local No. 306 are expected to meet here this week to confer on the draft which has been agreed upon for a union-management sponsored pension program for New York projectants.

A report of the results of Local 306’s pension negotiations will be introduced at the meeting by National president Richard F. Walsh in his formal message to the union’s convention in Detroit Aug. 14-18, it is understood.

Pinanski Leases House

Boston, July 31—American Theatre circuit has leased New England’s new downtown theatre, the Strand in Swamps, Mass., Sam Pinanski, president, has announced. A late fall opening is planned for the 1,000-seat house, which is part of a shopping unit being built facing the ocean front.

New York Theatres

RADIO CITY MUSIC HALL
Rockefeller Center
Marlon Brandon - Teresa Wright
In STANLEY KRAMER’S
“THE MEN”
Released thru United Artists
SPECTACULAR STAGE PRESENTATION

BEVERLY HILLS THEATRE
“The Moderns”
NINA DOUGLAS Stars

SANDY WILSON presents
“MY FRIEND IRMA GOES WEST”
A HALL W. LOTTI PRODUCTION
GARY MORRIS as IRA, JR.

WILLIAM J. LEE as PHIL

NEW YORK THEATRES

Motion Picture Daily
Tuesday, August 1, 1950

Pictorial Reprint
“THE ENEMY INSIDE”
Premiere presented by
STEVE HOWARD
Produced by
LESLIE SHERWOOD
Available thru Thunderbird
Colour Service

For Reprint Information
Call 567-4545

Page 2
Bob’s best picture and the money-maker beyond your greatest hopes.

All we ask is: Just see Fancy Pants

Color by Technicolor

Starring

BOB HOPE AND LUCILLE BALL

with

BRUCE CABOT
JACK KIRKWOOD

Produced by Robert L. Welch
Directed by George Marshall
Screenplay by Edmund Hartmann
and Robert O’Brien
Based on a Story by Harry Leon Wilson
Review

"Kiss Tomorrow Goodbye" (Warner Brothers)

A HIGHLY potent brew of melodrama has been mixed in Warner Brothers' "Kiss Tomorrow Goodbye," James Cagney stars, and quite naturally he is his usual turbulated quick-tempered mood, and magnificuously captures Cagney as he goes strutting through a series of crimes and murders with an air of nonchalance.

The picture abounds in tension and suspense and Gordon Douglas has done a job on it of authentic technical values. However, there are times that nerve-exciting sequences are overemphasized, and restraint might have given the film a better sense of credibility. There is little doubt that Cagney holds in command a hearty response from fans of taut and relentless underworld dramas.

The moment Cagney escapes from a prison farm with the help of Barbara Payton, the picture progresses into the genuine article, and he was trying to escape too and it is this that ultimately proves Cagney's undoing.

Once free, Cagney stages ruthless holdup after holdup. In between he falls in love with Miss Payton. The William Cagney production really gains its momentum from the point when Ward McEwen, a foot inspector, shakes Cagney down for a share of a loot. With Bond thus in the unhappy position of threatened exposure he decides to carry 'cooperation.'

Along with the inspector, an assortment of people become embroiled in Cagney's crimes, including Luther Adler, a lawyer of flexible ethics.

To expand the story into a rounded thriller, the screenplay introduces Helen Carter, damsel in a powerful fog. Cagney falls in love with Miss Carter and marries her. But when the father objects, Cagney consents to an annulment. Now when Miss Payton hears about the "other woman" she is enraged. When Miss Payton further learns that it was Cagney who was really married to the other, her fury becomes contained and in the unhappiest way Cagney ends up as a dead thug.

A Cagney production, it is based on Horace McCoy's story of the same name, "Kerry Brown's". Directed by Albin Weidemann, "Kiss Tomorrow Goodbye" is now here, with a complete, 13-week, 102 minutes. Adult audience classification. Release date, Aug. 19.

Skouras Suit
(Continued from page 1)

US-UK Meeting
(Continued from page 1)

row's meeting will bring an agreement on principles to the technical committee, permitting the technical committee of O'Hara, Allport and British officials to hammer out details. The United States has, according to sources indicated, embodies an increase in convertibility of British pounds over the $17,000,000 provided for annually in the present agreement, and for additional permitted uses of blocked funds.

Wilson is scheduled to start a holiday on Wednesday. Presently a representative of the Society of Independent Motion Picture Producers, and James Mynors, president of the Motion Picture Producers and Distributors of America, and third and third American negotiator, are due to leave here by plane for London tomorrow, and the three men and O'Hara are scheduled to fly back to the U.S. on Wednesday.

20th-Fox Meetings
(Continued from page 1)

distribution vice-president, at the Chi-

cen meeting will be read at the re-

gional conclaves which are slated for

Southern meeting will be held to-
day and tomorrow at the Anson Hot-

tel, Atlanta, with division manager Har-

ter, Wallace presiding. Here at the

Western session in San Francisco, at the St. Francis Hotel, tomorrow, and the

Charles Einfield, advertising-publicity

vice-president, and division man-

empire will be on hand to hear the

newspaper. W. C. Goetz, manager of

in the Eastern meeting at the Carton Hotel, Washington, to

take place tomorrow.

The Canadian meeting, specific date for which has yet to be set, will be

at the Royal York Hotel, Toronto, with
division head Arthur Silverstone

presiding.

House Passes Bill To Aid Tape Imports

WASHINGTON, July 31.—The House has passed and sent to the Senate a bill to make it easier for film companies to use magnetic sound film or tape on features, shorts and newscast footage shot on location.

The measure, which was sponsored by Rep. King (D., Cal.), at the request of the American Motion Picture Association of America, would tax imports of magnetic film or tape for shorts or features at one cent a foot, just as is tax on film, and would allow magnetic film or tape on newsreels to come in duty-free, as is now the case.

The U.S. Customs Burman has ruled that the magnetic film or tape must be taxed at a rate of a franc per foot due to the making up of complicated figuring of the sound track's value, and film companies have held off using it extensively abroad to avoid this problem.

Brandt, RKO
(Continued from page 1)

Kuhn, Loeb & Co. is backing Brandt, a new company, which plans to float a bond issue for the pur-

pose. Hughes' control is in the form of 929,002 shares which he had ac-

quired in the independent's Alliance Corp. in 1948 at a cost of about $9,000,000.

The acquisition represented control of the entire RKO organization. On agree-

ment of the theatre circuit which is scheduled for Jan. 1, Hughes will continue his 24 percent ownership of RKO production-distribution.

The Brandt deal calls for payment at the rate of a franc over eight dollars per share of the theatre shares to be issued to Hughes under the RKO reorganization plan scheduled to take effect next Jan. 1.

While this will give substantial con-

trol to Brandt, it is understood he will undertake to buy out minority stockholders as well as in the name of Trans-Lux Corp., which he also con-

trols.

Jack Dietrich, RKO board chair-

man, and Thomas Slack, Hughes personal attorney, are in New York from Los Angeles and Dallas, respec-


tively, to finalize the agreement. Geo.

Dembow, Jr., independent producer representative in the East, has been acting as intermediary between the two parties and figured prominently in getting them together. Dietrich and Slack originally were scheduled to leave here for the Continent Saturday, but decided to continue their New York stay when early consummation of the deal became apparent.

Scherzer, Bergman

Scherzer, Bergman

Name Change

Mitchell May, Jr., Co., Inc.
INSURANCE

Specializing

in requirements of the

Motion Picture Industry

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

FOR QUALITY OF WORKMANSHIP

Look For This Label

PHOTOGRAPHED

MEMBERS

OF LOCAL 644

Tuesday, August 1, 1950

World Attendance Is

11 Billion Annually

A global survey of motion picture exhibition conducted by the United Nations Educational, Scientific and Cultural Organization reports that more than 11,000,000,000 admissions are paid annually to the world’s 95,278 theatres that are listed in France and now available in this country, the sur-

vey on world communications also re-

ports there are 75,000,000 seats for this audience.

The U. S. is by far the leader of any country or territory having exhibited film in France and now available in this country, the sur-

vey on world communications also re-

ports there are 75,000,000 seats for this audience.

The Warner Profit

(Continued from page 1)

pany transactions, for the nine months ending May 27, amounted to $94,504,400, a gain of $1,482,000 for the corresponding period last year.

The company points out in its finan-

cial statement that from June 26 to July 31, it purchased 226,000 shares of its own common for $2,792,555.

Total current and working assets, including cash, securities, inventories and advances to outside producers, are listed at $6,516,016. Fixed assets are valued at $89,520,468, while other assets, including investments in and advances to subsidiary companies operating in foreign territories, total $9,333,487. Total current liabilities amount to $11,844,534.

WB Starts 11
(Continued from page 1)

tant players are appearing in the 11 films.

Starting production today will be "Lullaby of Broadway," a Technicolor musical, and "Jim Thorpe—The Amer-

icans," on loan from "A Streetcar Named Desire," from Tennessee Wil-

liams' Pulitzer prize-winning play, and "I Married Broadway". Success follows success, before the camera.

"Goodbye My Fancy" will star Joan Crawford with Frank Lovejoy in the leading role opposite her.

On Aug. 21, the studio will start "Operation Pacific," "Strangers on a Train," which Alfred Hitchcock will direct, and "The Story of Foscut", which Bryan Foy will produce.

Continuing with "The West Point Story," "The Enforcer," a United States Pictures Production, a drama, Warners will distribute; "Only the Valiant," a Cagney Productions, Inc., film for Warner distribution, and "Rat-

on Paul." Theatricals will produce.

Two more pictures are scheduled for production the first week in September, with a "The Travelers" and "The Front Man".

MOTION PICTURE DAILY

1
5 Major Films Are Lined Up for ELC, More In Prospect

Five pictures, identified by Eagle Lion Classies president William C. MacMillen, Jr., as "major productions," will be completed by the end of the year by independent producers for ELC release.

Additionally, MacMillen said, the J. Arthur Rank Organization in England will deliver one feature a month for ELC release, and 12 other Hollywood pictures are scheduled for delivery to ELC during the current year.

The ELC president, who has said that the Eagle-Lion studios in Hollywood (Continued on page 5)

N. Y. 1st-Run Income Mild

Sheltering New Yorkers are not showing too much inclination tocool off at the air-conditioned first runs during the continuing heat wave. Further impaired by the sunny weekend weather which made the beaches and resorts big attractions, business at the showcases is mild for the most part and dull at a few spots. The tourist trade has been somewhat helpful.

"Our Very Own" is healthy enough in its premiere run at the Victoria. The first week's take is likely to reach (Continued on page 6)

Blumberg Sees Business Upbeat Here and Abroad

Back in New York after a four-weeks tour of England and the Continent, Universal president Nate J. Blumberg yesterday spoke in unequivocally optimistic terms about business here and in Europe. The J. Arthur Rank organization, the American "art" house industry and the Council of Motion Picture Organizations, in his view is "business is exceptionally good" in the U.S. in Great Britain and on the Continent.

Conversations, collectively and individually, with 600 British and European showmen during his trip contributed to Blumberg's viewpoint, and he gave as fact that domestic business throughout the country has "greatly increased" in the last five weeks for all companies.

About the Rank Organization, the Universal president had this to say: "Despite all their troubles they have turned in an excellent job, and they will come out of this bigger, better and stronger than ever. They have had the same problems we have had here in America, and they really are putting their house in order. That company's performance in the next two years is going to surprise a great many people and will surprise the industry. They have been wonderfully helpful and cooperative with the American industry, As a Universal (Continued on page 7)

REACH AGREEMENT ON US-UK PACT

New UA Board's First Meeting Today

First meeting of the new United Artists board of directors under the Paul V. McNutt-Frank L. McNamee regime will take place at the company's home office here today with heavy agenda including changes in booking arrangements and top-level personnel.

Directors to sit in are McNutt, McNamee, Max Kraetz, Mary Pickford and four persons appointed by McNutt but whose identities have as yet to be disclosed.

Tent 35 Moves to Aid Rogers Hospital

The crew of Tent 35, New York Variety Club, voted at a meeting here Monday night to take over the Will Rogers Memorial Hospital at Saranac Lake, N. Y., as its main heart activity.

The crew's action is subject to approval by the membership of Tent 35 and that approval will be sought at a meeting to be held in September.

(Continued on page 6)

SRO Retains Only Two of Sales Staff

The Selznick Releasing Organization has dismissed all but two of its division managers in the field and apparently is discontinuing its recently announced imported films distribution department, with Manny Reiner, head of the department, scheduled to leave the company Aug. 11.

The dismissals, which virtually dissolve the SRO field organization, leave only Sidney Deneau in an executive capacity here; Thomas Drake in the New England division, and

RFC Defense Move Kills Films' Chances

Washington, Aug. 1.—As far as loans to American business are concerned, the Reconstruction Finance Corporation has decided to go on a full defense footing.

This kills any last remaining chance of film producers getting financing from this source.
Leading Baltimore Neighborhoods Increase Prices on City-Wide Scale

Baltimore, Aug. 1.—An increase in admission prices at neighborhood theatres throughout Baltimore is now in effect. Theaters charging from 25 cents to $3.00 have raised prices to $3.50 and those previously charging $3.50 have raised them to 40 cents.

While the price-boost is general, Lauritz Garman, president of the Motion Picture Theatre Owners of Maryland, referred to it as “spotty.”

“It is a ticklish situation,” says Garman, “in view of theatre men having waged a fight to lower the tax on tickets, or 5¢ for movies, to tax on tickets, then to raise prices. The plan has been talked over time and again for the past year but only recently the exhibitors decided to go ahead with the higher admissions.”

Garman said the boost was justified by the fact that Baltimore’s theatre scales are among the lowest in any city. The Frank J. Durkee Enterprises, operating over 200 neighborhood theatres, has made the price increase effective in all his houses. So far, there has not been any time for public reaction. The Northwood Theatre, owned by Joseph C. Grant, and due to open next Saturday, will charge 45¢ at night, the highest neighborhood admission in Baltimore.

Linda Darnell Tour Set for N.Y. Theatres

A personal appearance tour of 20 RR Pictures, RKO and Century Circuit theatres in the New York Metropolitan area will be made Aug. 11 through 13 by actress Linda Darnell, 20th Century-Fox reported yesterday. She will be accompanied on the tour by the New York personalities at work and leisure, is being offered to advertisers and TV stations with first options going to affiliates of the Paramount TV network.

Radio-TV Push for Sunset Premiere

Aug. 10 opening of “Sunset Boulevard” at the Radio City Music Hall here will be backed by an extensive radio-television campaign, including a recorded interview with Gloria Swanson on “Next Week in New York” on WABC. Paramount reports here. Tie-in with Chesterfield Cigarettes provides for plugs for the film and the radio-star on television shows, as well as others.

Marines Call Gilligan

Joseph Michael John Gilligan of N.Y. Marine Corps here, who has been the first M-G-M employee to be called up for the Korean war, the office announced. A member of the Marine Reserve, Gilligan received orders yesterday to report Sunday at Oceanside, Calif.

Essaness Names Kosiner

Harry Kosiner has been named by Essaness Pictures to act as national representative on the handling of its “Drive,” which is distributing.

Kaufman in M-G-M Post

ALBANY, N. Y., Aug. 1.—Ben Kaufman, formerly with Rank Film Distributors, who has been assigned to Bostn.

WB Zone Managers Meet

Harry M. Kalmin, president and general manager of Warner Brothers Theatres Districts, called a summary meeting tomorrow at the home office.

Nine-Cent Admission

ALBANY, N. Y., Aug. 1.—Night admission price of nine cents for children at local Royal Theatres.

Neusreel Parade

FIGHTING in Korea and the crisis in Belgium are among the current newsreels that will be shown. Other items include the new buzzsaw, sport thriller, and fashion. Complete contents follow.

MOVIEFILM NEWS, No. 62—Korean armed forces, Belgian aid pledge, Navy and Marine Corps, guided missile fire, rocket, Ouying for optrige, Kirov naval parade.

NEWS OF THE DAY, No. 28—Korean armed forces, Belgian aid pledge, Pushkin Theodore Roosevelt, 30th anniversary in Bern.


LEMM'S DIGITAL, No. 31—War Korea, Super-buzzsaw, Blood drive launched by Cornelia, Belgium, Stemperchels thrills.


Following the pattern set by the premiere of “Sunset Boulevard” at the Victoria Theatre here of Godfrey’s “Our Own Own,” the proceeds of the premiere will go to the New York Foundling Home, site of the two Times Square theatres and the closest of the premises caused the pictures’ promoters to identify the event with the slogan “Times Square he comes Godfrey Square.”

48-Page ‘Black Rose’ Pressbook Is Ready

As a basis for an elaborate nation wide advertising and publicizing campaign on “The Black Rose,” 20th Century-Fox is distributing to exhibitors a complete press book, the largest issued by the company in years.

Pressbook, as the name describes, the new pressbook as including a fashion promotion package, a detailed account of campaigns co-inaugurated by 20th and various manufacturers, a “small town” section, and a wide variety of ads, accessories and posters.

L. & M. Booking Lamon

ALBANY, N. Y., Aug. 1.—Lied and Florin of New York are now booking the seven Hart Laramore drive-ins in one indoor theatre. It is the first time Lamon has not done his own booking. All houses are in the Albany district.

Nine-Cent Admission

ALBANY, N. Y., Aug. 1.—Night admission price of nine cents for children at local Royal Theatres.
**Reviews**

**“No Way Out”**  
*(30th Century-Fox)*

HAVING explored the problem of “passing-for-white” in his penetrating Finley, Darryl F. Zanuck now turns to another phase of the complexities confronting the American Negro. “No Way Out” deals with a Negro doctor in a predominantly white community and tells his story in terms of amassing force.

This is a taut and bold film, never hesitating to incorporate in the dialogue many of the reprehensible and degrading allusions which are the stock in trade of the anti-Negro. It also is a film which does not solve the problem it poses, nor at any point does it seek. The purpose here appears to have been to create a dramatic impact and emotional excitement by means of performance and movement. If the lesson which it nevertheless cannot help point up should linger, the attraction then will become doubly worthwhile.

The pivotal character is Dr. Luther Brooks, young Negro intern in a county hospital in a large city. His friend and mentor is Dr. Wharton, head of the medical staff. The story, really a combination of gangster melodrama and social drama, gets under way when a hoodlum dies from what is diagnosed and treated as brain tumor by the hospital doctor. But Ray Biddle, tough, Negro-hating hoodlum, assumes Brooks actually murdered his brother through ineptness and inefficiency.

In a tense and cruel motion the chain of circumstances which leads to a race to catch in which a band of Negroes, forewarned of an attack fomented by Biddle with his henchmen, worsts the white lawbreakers. The veritable “passing-for-white” is during the injury and dying, white group with the Negro suffers indignities while attending his duties and eventually gives himself over to the police on a confessed murder charge. This turns out to be his method of forcing an autopsy of the dead hoodlum’s body after efforts at securing the body for an autopsy by means of strong-arming Biddle are frustrated. The charge is held as correct and the charge consequently is dismissed. But, by this time, Biddle has whipped himself up into an avenging crusade. He escapes his emerges renderer, forces Edie, the dead man’s former wife, to bring Brooks to what is planned as the scene of his own murder. Biddle almost carries it off, but fails. The crowning irony finds Brooks treating Biddle for a broken leg and鲭 him off to jail.

The story, written by Joseph L. Mankiewicz and Lesser Samuels from the latter’s original story idea, is jointed together with considerable expertise. It has believability, tension, dramatic strength and sustaining power. It plunges into the racial welter without compromise. Openly, it stresses the prejudices which are known to prevail against the Negro. Avowedly, it makes the Negro doctor the hero. This treatment thus becomes a clear marker of the film’s authorial position. The film is supported by all the conscious individuals as a forceful document regardless of how it may outrage their susceptibilities.

Mankiewicz, in this Mr. M. with lesser mables as co-author of the script but also director—understandingly, bitingly, powerfully, Sidney Poitier, out of the American Negro Theatre, plays Brooks with honest and unaffected distinction and simplicity. Widmark is Biddle, and a more desirable character would be difficult to conjure up. Stephen McNally is the sympathetic Dr. Wharton. As Edie, Linda Darnell is first class and once more demonstrates increasing understanding as a dramatic actress. Others in the cast, Negro and white, perform with perfect simplicity.

Running time, 146 minutes. General audience classification. No release date.

**I Shot Billy the Kid**  
*(Lippert)*

**Hollywood, Aug. 1**

THE latest version of the life and death of Billy the Kid has all the standard elements of outdoor action drama—hard riding, plenty of gunplay and fistfights, and some portions of romance.

The story, however, has taken the charmless of the too familiar. And even the awesomely original screenplay by Orville Hampton, the exceptionally spirited pace set by producer-director William Berke and the best Billy the Kid manner of actor Donald Barry don’t succeed in bringing the well-worn character and his exploits new life or interest.

One credit may be given the film in that it departs from the customary hero-building and presents Billy, for the most part, as a bad boy and a deadly rebel. The film gets off to an impressive presentation by Pat Garrett, the sheriff who ended Billy’s career of crime, adds a note of realism to the proceedings, which start with the Lincoln County war between the McSweens and Murphys—beginning with the Kid off on his own reign of terror throughout New Mexico and ends with his just deserts. There’s a battle of shootings, imprisonment, a jail break, more shootings and a number of romantic interludes with a precious partner.


**Astor Office in Memphis**

Jenkins and Bourgeois, operators of Astor Pictures in Dallas, have opened a new office in Memphis. It is announced here by R. M. Savini, Astor president.

The new office, which took the place of the city’s oldest projection plant, will be managed by John Jenkins. Mrs. Mary K. Baker will serve as booker, and Eugene Boggs will head the sales department.

**Gravitz Becomes Manger**

Philip Gravitz, acting manager of M-G-M’s New Haven branch, has been named manager there, succeeding the late Harry Rosenblatt.

**Cleveland Tent to Golf**

**Cleveland, Aug. 1**

The annual Variety Club golf tournament has been set for Aug. 14 at the Lake Forest Country Club.

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**Levy Warns on ‘Bank Night’**

The Minnesota Supreme Court’s recent ruling that theater “bank nights” did not violate the state’s lottery statute is viewed by supporters of America general counsel Herman M. Levy as “a very favorable decision for the exhibits in Minnesota who wish to operate bank nights,” but the attorney admonishes that it is “important for exhibitors elsewhere to realize that a Minnesota decision today is not a blanket license for them to conduct the activity.”

In his views in a digest of the Albert Lea Amusement Corp. case against Freeborn County Attorney Rudolph Hanson, Plaintiff Albert Lea Amusement won the Supreme Court ruling on an appeal of a lower court decision which held that the game was a violation of the lottery statute.

Levy pointed out that, “All that the Minnesota Court’s ruling in the Albert Lea case does is establish the manner in which the plaintiff theatre owner operated ‘bank night’ was not a legal violation of the Minnesota statute prohibiting lotteries. Even under the same set of circumstances another Supreme Court or other state supreme courts may not agree with the Minnesota one.”

**Form Bank Night Unit**

**MINNEAPOLIS, Aug. 1**— Following the recent ruling of the Minnesota Supreme Court that bank night is legal in this state, Theatre Co-Op, Inc., has been formed to distribute the opposition to the plan in the Minneapolis zone. T. A. Burke has been named president.

**Secrecy Manager of RTMA, Geddes Quits**

**WASHING TO N, Aug. 1—James S. Geddes, director of public relations for the Radio-Television Manufacturers Association since 1945, has been appointed RTMA secretary and general manager, succeeding Bond Geddes who is retiring after 23 years with the association. Geddes will serve as a consultant.**

Meanwhile, announcement was made in New York that Ralph R. Batter, electronic consultant, will succeed L. C. F. Horie as chief engineer and head of the data bureau for RTMA.

**Conn. MPTO Outing Set**

**NEW HAVEN, Aug. 1**—The annual outing and golf tournament of the Motion Picture Theatre Owners of Connecticut, will be held at the Brook Country Club at Orange, Conn., on Aug. 13. George H. Wilkins, of Wallingford, and Albert M. Pickus of Stratford are co-chairmen.

**Mexican Bank Reports**

**MEXICO CITY, Aug. 1.—Loans, credits and advances of the Banco Nacional Cinematografico. Mexico, S.A., S.A. S. 346 have been granted by the Banco Nacional Cinematografico, semi-official lender, according to its latest balance sheet.**

**Atlanta House Reopens**

**ATLANTA, Aug. 1.—The new Buckhead Theatre here, owned by the All-Dan Amusement Co., West Point, Ga., has re-opened following the installation of air conditioning.”**
STAMPED WITH BOX-OFFICE

Booking Hints For Today!
FROM VARIETY'S PICTURE GROSSES (Issue July 26th)

**THREE LITTLE WORDS** (Technicolor)

"Nifty in Los Angeles" (first engagement).

**DUCHESS OF IDAHO** (Technicolor)

"Duchess is amazing the top gross nationally." "Duchess drawing heavy biz in Washington, D.C." "Duchess in Boston getting best play. Leading town." "Pittsburgh Duchess Big." "Great at Seattle." "Sparks Buffalo, setting the pace." "Hep Duchess drawing very well in Baltimore." "Solid in Louisville." "2nd week holding up well in Indianapolis."

**CRISIS**

"Among new pictures nationally that hypo biz, good to great returns is 'CRISIS.' Pacer in Chicago. Big in Philly."

**ANNIE GET YOUR GUN** (Technicolor)

"Continues to top the long run holdovers nationally." "Tenth Week, New York. Still Big." "Omaha, smash and hold-over." "Opened to sock biz in Minneapolis." "Annie 4th week big and holding in Denver." "Fine in Detroit. Holding up well in 4th week." "3rd week good in Cincinnati."

**FATHER OF THE BRIDE**

"3rd week Boston neat." "Cincinnati is wowing for lead. Holds." "3rd week good in Pittsburgh." "2nd week in Washington, D.C."

* * *

EXTRA AT PRESS TIME! "THREE LITTLE WORDS" OPENINGS BIG!

Binghamton, N.Y. beats "Father of Bride." Kansas City opening tops "Annie Get Your Gun" and "Battleground." First 12 cities terrific! Watch!

Current and Coming: "SUMMER STOCK" (Technicolor) • "A LIFE OF HER OWN" • "ASPHALT JUNGLE" • "STARS IN MY CROWN" • "KING SOLOMON'S MINES" (Technicolor) • "THE NEXT VOICE YOU HEAR..." and many more!
MEXICO City, Aug. 1.—Amendments to Mexico's governmental industry laws passed last year, are being drafted to favor the production of documentaries and to make prominent film Industry, Mexico’s "spiritual values" in all films.

The measure is being prepared by representatives of the Cinematographic Affairs Committee, under the chairmanship of Luis Cruz Manjarrez, and is designed to implement the oft-said desire of President Miguel Aleman that Mexican producers make fewer pictures in Hollywood.

The action was initiated by the request of Andre Serra Rojas, head of the semi-official film industry bank, who has urged that producers make at least five top films annually designated for export and to establish the presence of indigenous Mexican films.

Administration of the amendments, as of the governmental code, will be carried out by the Mexican Industry Commission working in cooperation with the industry bank.

**Review**

**The Old Frontier**

Monte Hale proves himself a quick man with his fists and his guns in "The Old Frontier." The film is a Western in the standard mold and as such fulfills the needs of its category.

Hale is fighting against a gang of gold-grabbing outlaws. The criminals commit an assortment of crimes. When one of their group is caught, they kill him in order that he may not talk. What is worse than that is the fact that in order to fall on William Henry, the town doctor.

In time Hale sees to it that justice triumphs but before accomplishing this he goes through a series of close calls. Others in the cast are Tristram Coffin, Percy Kilby, Ray Pellegrino, and Devereaux. The picture is produced by United Artists. A fine natural western.

**NY 1st-Run Income**

(Continued from page 1)

The "Frontier" is doing a good business at the 1,100-seat house. Drawing strong income is "All Quiet on the Western Front," which is drawing $12,000 in view for the second week, which is moderate. It stays until Aug. 10 when "Sunset Boulevard" bows in. Polly Ann急救 enforces a profit-oriented take of $10,000, and the ice revue on stage at the Roxie is fair enough with $70,000 expected for the final and final week. The Roxie's next will be "Panic in the Streets," due on Friday.

"Arms and the Man" was forced to draw about $11,000 in a moderate first week at the Rivoli. "Mutiny on the Bounty" and "A Day at the Races" are doing a good business. A discussion, said, the State Department, were "matters of mutual interest," with some idea that a perceptive industry committee might be formed.

Earlier Harmon met with President Adoviser John Steelman and Security Chief W. Stuart Symington, pledging MPA support in the mobilization effort.

**Tent 35**

(Continued from page 1)

Since some crew members were not present at Monday night's meeting of the Wagner administrative unit, the approved unanimously, absent members will be polled in the meantime to make the crew's action unanimous, setting of a budget and other details for the project will await the September membership meeting, according to Max A. Cohen, chief backers of Tent 35. Variety Clubs International is having a résumé" of additional facilities which may be named to the entertainment industry.

**Para. Sells Another, Fire Closes a Second**

New Orleans, Aug. 1.—Paramount-Globe-Theaters has sold to a New Orleans, Aug. 1.—Paramount-Globe-Theaters has sold to a

**ECL Merger Talks Continue This Week**

William C. MacMillen, Jr., president of Eloden, and Arthur Eagle Lion Classics, said here yesterday that while there is no change in the merger status of Eagle Lion and Film Classics, he hopes that meetings to be held this week with Joseph Schenck and Donald Ecle and ELC board members will result in the finalization of a contract.

MacMillen pointed out however, that he had that same hope previous to other similar negotiations, but that the negotiations had to be called off.

The hitch in the negotiations revolves around FIC's indebtedness and producer commitments.

**War Scare Drives Director from Vienna**

VIENNA, Aug. 1—Irving Reis, who has to have directed "The Magic Face," a film about Hitler scheduled to start shooting here last week, left this city on July 24, leaving word that his associates have threatened to prevent him from keeping his mind on the picture.

Reis took only one suitcase with him, according to his associates, and has not been heard from except for a telegram announcing his departure.

**SRO Lay-Offs**

(Continued from page 1)

John Howard at West Coast distribution headquarters in Los Angeles. All other field sales executives were given their notice last week, effective immediately.

No successor to Reiner has been named, leaving in doubt the future of the department, expected to be handled by SRO for acquisition of foreign films for distribution here. Reiner, former Lipton Soothe sales chief for SRO, was called home about a month ago to head the newly created department.

Reiner took the job only after a major company, but efforts to reach Deneau for comment were unsuccessful. Consideration is being given to the post through a major company, but efforts to reach Deneau for comment were unsuccessful.

**CLOSED THEATRES**

**Close 2,150-Seat House**

Cincinnati, Aug. 1.—The 2,150-seat Shubert Theatre, one of the houses which the Greater Cincinnati Theatre Owners have just sold to RKO when the circuit disposed of some of its local operations under the government investigation, was closed early this week for the summer, "because the present condition of business does not justify keeping the theatre open," according to Col. Joseph F. Geeter, manager.
Sees Upbeat in Business

Hamilton Heads Local 38

Detroit, Aug. 1—L. B. Hamilton of the United Artists Theatre has been elected president of IATSE Local No. 38, succeeding Clyde Adler. George Jennings of the Eastown Theatre and Dennis Allen of the Regent were elected vice-presidents.

New Jersey Tax

Trenton, Aug. 1—Gov. Alfred E. Driscoll has signed legislation to put a five cent state tax on sales of telephone, radio and motion picture rights to boxing and wrestling shows.
No Way Out

soon
bonus provisions boost new british remittances

snyder holds door open for industry tax fight in ’51

the industry was cited here yesterday for raising the general level of entertainment and reflecting a true expression of the best in American family life at a luncheon of the New York City Federation of Women Clubs held in the Waldorf Astoria hotel.

ruling keeps woods in essaness fold

new british agreement may be the last, johnston believes; sees open market

the new remittance agreement with Britain reached in principle in London on Tuesday provides for convertibility of $17,000,000 during the year starting next Oct. 1, which may be augmented under bonus provisions in any of several ways, it was disclosed simultaneously here and in London yesterday.

the bonus provisions, details of which are being worked out, provide for the availability of additional remittable dollars by the following means:

- American expenditures on film production in Britain;
- Expenditures for the purchase of American distribution rights to British-made films, and
- Earnings of British-made films distributed here by American companies.

Conversions in excess of $20,000,000 are seen possible under the plan.

the new bonus provisions replace the so-called “B pool” arrangement.

$200-million ufa firm on the block

frankfort, germany, Aug. 2—Auction of the UFA film enterprise, valued at $200,000,000, has been ordered by the Allied High Commission as the best way of breaking the old Nazi film monopoly and opening the industry to free competition.

Holdings by UFA include three studios, 40 West German theatres, an equipment company, patents and the

atlas reports profit, lists industry stocks

net income and security profits of $11,519,994 are reported by the Atlas Corporation, an investment company headed by Floyd B. Odlum, for the six months ending June 30.

Among industries listed in the Atlas investment portfolio are Walt Disney Prod., bonds valued at $886,580; 93,650 shares of Disney common stock valued at $558,300; 32,000 Paramount Pictures shares valued at $465,625; 25,000 United Paramount Theatres shares valued at $409,275 and Motion Picture Capital Corp. shares valued at $225,900.
personal mention

JONAS ROSENFIELD, Jr., 20th Century-Fox advertising manager, will address managers of the Pioneer Theatre circuit today at Los Angeles, where he will open the motion picture advertising.

MAURICE N. WOLF, assistant to H. D. Richey, M-G-M exhibitor relations head, will appear before the Rotary Club of Marlborough, Mass., to be followed by other Rotary appearances at Claremont, N. H., New- port, N. J., St. Johnsbury, Vt., and Laconia, N. H., in the coming two weeks.

BERE SULLIVAN, son of GAIL SULLIVAN, Theatre Owners of America executive director, is working as an usher at the Majestic Theatre, Providence, through the summer.

WILLIAM SKEETON, AFE Films commercial director, will sail from here for France today on the S.S. ‘Ile de France.’

J. BERNARD, publicity representative for Stanley Kramer Prod., has left here for Chicago.

RAY F. CREWS, manager of Westrex’s Indian subsidiary, has returned here for conferences.

R. GAYE DEXTER, Ill., Leaves London Post

R. Gaye Dexter, Warner advertising-publicity director in London, has resigned because of ill health. His duties are being handled by Jack Francis and John Hunter. Francis will be in charge of advertising and publicity.

Goetz Resumes War Post

CINCINNATI, Aug. 2—Colonel Joseph F. Goetz, U. S. Air Force chief coordinator of public information and entertainment, who reverted to civilian status last September to assume management of the Capitol and Shuberts’ Theatres in Chicago, has returned to active service Aug. 21. After 15 days in the Pentagon in Washington, he will fly to Hollywood to arrange for talent for stage shows in the Korean war zone and emergency centers, following which he will return here.

To Reopen Aug. 10

BUFFALO, Aug. 2—Reopening on Aug. 10 following extensive remodeling, the former 20th Century Theatre will be known as the Century, according to Robert T. Murphy, managing director. Opening bill will be Samuel Goldwyn’s “Our Very Own.”

extend TV Cable South

ATLANTA, Aug. 2—Plans to bring television into the outer network, the Atlanta-Tohliam radio network, could be discussed here next Monday at a meeting of major network representatives. Telcasts from New York are expected to start by Sept. 30.

Univ. Has 17 Its Biggest Backlog

Universal-International has established its largest back- log of pictures in recent years, 17, with the completion of “J. J.’s Island,” the home office reported. This notwithstanding, there will be no reduction in production at the studios, it was said.

Pictures being edited or awaiting release include six comedies, four Westerns, two adventure stories, two topical subjects and a Civil War story. Eight are in Technicolor.

RCA Magnetic Tape Ready for Studios

CAMEL, N. J., Aug. 2—RCA’s new magnetic recording system, which was demonstrated last spring at the American Council of Motion Picture and Television Engineers is now available to motion picture producers. RCA’s magnetic film recording program, announced today by the RCA film recording group, the system, which includes a new magnetic record-reproducer, magnetic amplifier, recording amplifier assembly, and power supply, has been designed for high-quality professional magnetic recording in film production, and is said to surpass standards set by the Motion Picture Research Foundation. At 35mm systems are available, either in portable carrying cases for location work, or as rack-mounted equipment for use in the studio.

Farley Again Joins QP in Midwest

Urban Farley has rejoined Quigley Publications as advertising representative through the Midwest, according to William R. Re- search Foundation has been announced by Martin J. Mullin, president of the Chicago Children’s Hospital and head of New England Theatres, and Louis R. Perini, building committee chairman and head of the Henry Braven Foundation. The foundation was initiated in 1948 by the Variety Club of New England.

Harmony-State Dept. Talks on Campaign Are ‘Inconclusive’

WASHINGTON, Aug. 2.—A State Department official said today that nothing conclusive had come from the Tuesday meeting of Departmental officers with Motion Picture Association of America vice-president Francis Harmon over possible industry cooperation with the government’s overseas “Call For Service” campaign. Announcements that Robert J. Rubin had attended the meeting for Society of Independent Motion Picture Producers were in error, he said.

Harmon is expected to return for further discussion after going over the proposed production release program with MPAA members, and representatives of the other producer groups are also present. At the Tuesday meeting also was actress Myrna Loy, representing the Hollywood Film Council for UNESCO.

Film Ad Exhibition Set for Aug. 11-18

Major advertising executives, art directors, illustrators and notables of allied fields will attend the launching of the “Fifty Years of Motion Picture Advertising” exhibit to be held Aug. 11-18 at the American Theatre Galleries, 11-15-17 E. 46th St., according to Reeves Lewenthal, president of the Galleries.

They will attend a reception to be held on Aug. 10 when Linda Darnell, star of “No Way Out,” will be on hand to inaugurate the showing, high-lighted by the ultra-modern ads of Paul Rand and Erik Nitsche for the 20th-Century-Fox production.

Drive-in Sues to Stop Spite Blinker Sign

PROVIDENCE, Aug. 2.—Operators of the Riverhead Auto Theatre, R. I., the Columbia Amusement Corp. and Columbia Holding Corp., have filed Gino Parente, of Cranston, to open operation of a studio filmed blinker sign on property adjoining the theatre. The theatre owners obtained a restraining order from the Supreme Court ordering Parente to remove the sign.

Parente is owner of land and buildings in the area of the rear of the screen. The exhibitors allege when they commenced to him about a sign atop his service station, he replied by erecting a more powerfully lighted sign. The theatre owners charge the theatre, not a public highway.

Call Petruski to Colors

Gene Petruski of Walt Disney Productions here is the first of that of office to be called to the colors in the current mobilization. He reports to 19th Headquarters Battalion, Marine Corps, two-year service, and joins the company’s division at Camp Lejeune, N. C.

Open Oklahoma House

OKLAHOMA CITY, Aug. 2.—A new theatre in Picher, Okla., the Plaza, has been opened by Video Theatres.

fitting in Brief

CHRISTY WILBERT, former 20th Century-Fox advertising manager, has joined United Artists, has been made a vice-president of the Charles Schlaifer Advertising Agency, Charles Schlaifer announces. Wilbert joined the agency in April, 1949.

San Francisco, Aug. 2.—Sportman stepped up to the box-office of the Fox Theatre here Monday night and tendered the cashier Iene Leonard demanding her hand over receipts amounting to $88.

MEXICO CITY, Aug. 2.—A two-year renewal of a collective bargaining pact between the film workers’ union, SFTIC, and Hollywood, Mexico, has been signed by Alfredo Holquin, Selznick Northern Latin America supervisor. Wage increases were involved.

ALBANY, N. Y., Aug. 2.—Peter Pan Films has registered here to conduct a motion picture business in New York. Authorized capital is set at 200 shares with par value of $1.00 each. David W. Kugel of New York filed the certificate.

Bigger Prize Spread For 20th Exchanges

ATLANTA, Aug. 2.—In forthcoming sales drives, all 20th Century-Fox exchanges will share in any and all bonuses awarded. It was disclosed today at the final session of the two-day meeting of the company’s Southern division, which comprises six exchanges. The division was first in the recent sales drive, finishing six weeks’ salary present- ed as prizes.

It was revealed also that “I’ll Climb the Highest Mountain, which was filmed in Georgia, will have its world premiere here early in January.

Joens Brother’s Firms

Alex Gordon, brother of Richard Gordon, head of Renown Pictures, representing the English company of same name, and Gordon Films, an import-export agency, has joined the company. The step marks the beginning of a proposed expansion, according to Richard Gordon.

Kuehn Joins Halmark

WILMINGTON, O., Aug. 2.—Rudy A. Kuehn, for the past three years general manager of a theatre chain in Elizabeth, N. J., and for 15 years a Warner Theatres district manager in New Jersey, has been appointed Philadelphia area zone manager by Halmark Productions.

Five Tennessee Drive-ins

NASHVILLE, Aug. 2.—Erection of drive-ins in five Tennessee towns is expected. The towns are Columbia, Franklin, Jonesboro, and Estill Springs, and ground has already been broken in the latter.

NEWS
Bonus Plan in US-UK Pact

(Continued from page 1)

The new arrangement is for one year only, expiring Oct. 1, 1951. Between now and Oct. 1, next, the terms of the March, 1948, agreement will continue to effect. During that interim, the details of the new bonus provisions are scheduled to be worked out and agreed upon by both sides.

Disclosure of the new arrangement was made at a press conference in London yesterday called by Eric Johnston, president of the Motion Picture Association of America, and James A. Malve, president of the Society of Independent Motion Picture Producers, and James A. Malve, president of Samuel Goldwyn Productions, and the American industry negotiators. The latter arrived in New York from London by plane in mid-afternoon yesterday. Johnston and his aide, Joyce O'Hara, are due here from London by plane today and are expected to report to the MPAA and MPEA boards of directors on the new agreement within a day or two.

In London, Johnston claimed the agreement fulfills his original aim, namely, full convertibility of British earnings, although apparently that is possible only by roundabout methods. There is, however, no chance or other limitation on the total amount remittable to the U.S.

The bonus percentages have not been set yet but will be fixed by a technical committee comprising British Treasury and Bank of England representatives and American industry representatives.

No 'Pool' Incentive

It was emphasized that the bonus remittances will be paid to individual companies only, thus eliminating incentives for pooling investments or activities.

Although the unit booking plan involved by the American companies in Britain to prevent the practice of using a strong American picture in support of a weak British picture on the same program was raised during the negotiations, Johnston said the plan is not within MPAA's province and he was not authorized to order its abandonment.

The British representatives offered to pledge no further adverse legislation against American films there in return for cancellation of the unit booking plan, but Johnston maintained that the suggested action was a matter for decision by individual American companies, however, he admitted the plan is likely to be abandoned within three weeks. It already has been stopped by 20th Century-Fox.

Johnston claimed that the bonus incentive scheme inevitably will result in increased American production in Britain, declaring it to be a good bargain for both sides.

Johnston reiterated his previous statements that a healthy British production industry is vitally necessary not only to spur Hollywood endeavor but also for the exchange and dissemination of democratic ideals.

Arnall Credits Ambassador

Arnall estimated that the three bonus provisions would bring British remittances next year to a minimum of $19,000,000 or, conservatively, $21,000,000. He said the American negotiators regard the new deal as a "reasonably good arrangement," and credited U. S. Ambassador Lewis O. Douglas with having been helpful in reaching it. The SAG president said he could not see that Hollywood labor would object to the arrangement, since no compulsion or "big sticks" as he termed it, was connected with future American production in Britain under the deal.

Another possible means whereby conversion could be further implemented, Arnall said, would involve purchase by the Americans of soft currencies of other European countries, but he pointed out that this was not part of the arrangement although it might be included in the details which have yet to be hammered out.
Motion Picture Daily

Thursday, August 3, 1917

Variety Clubs Head For Toronto, Okla., City for Tent Fetes

Variety Clubs International chief barker Marc J. Wolf, Ringmaster Robert J. O'Brien and executive director William McCraw will be among the out-of-towners who will attend banquets which have been slated by the Oklahoma City Tent, Aug. 9, and the Toronto Tent, Dec. 14.

The first event is for the purpose of reviving Harry O'Donnell's interest in the state, and the second will be marked by an award of the silver plaque to Toronto Tent, No. 501, which is in charge of the Internatinal Convention in New Orleans.

Two More 1st-Runs For Ind. Drive-ins

INDIANAPOLIS, Aug. 2—Two more first-run films have been released this week for first-run showings. The pictures, United Artists' "Love Happy" and Eagle Lion Classics' "The Jack Robinson Story," will play daily at the Theatric Twin and Westlake, which have a combined capacity of 1,500.

ELC has booked "The Jack Robinson Story" in three nearby drive-in stations and will have a second feature along with the drive-in attraction, a colored house. The new first-run bookings at the two drive-ins follows a test engagement with Lippery's "Baron of Arizona."

General Precision Net Sales at $6,779,814

General Precision Equipment Corp. and subsidiary companies report consolidated net sales of $6,779,814 for the three months ended June 30, 1949, compared with consolidated net sales of $7,085,491 for the three months ended June 30, 1948.

For the second quarter of 1949, the company reports consolidated net income of $274,063 compared with net income of $317,756 for the corresponding period of 1949.

Essaness Ruling

Circuit Court Judge Harry Graber in the suit brought against the circuit and its president, Edwin Silverman, by Essaness stockholders.

The stockholders charged that Silverman fraudulently bought the theatre building last year so that when the lease was up for renewal last year he would then have ownership of the theatre building and, in turn, would force out the remaining partners.

Chief plaintiffs were Mrs. Emil Stern, wife of a former Essaness partner, and James Ryan, a former stockholder of the Woods Amusement Corp. Also involved was Mrs. Velma Silverman, wife of the defendant, who also is a stockholder of the Woods Corp., but not named as a plaintiff.

Woods Theatre Corp. is an operating subsidiary of Essaness, which technically is paid manager of the theatre. Operation of the house is actually handled by the board of directors. The building was purchased last year by Silverman from the Franciscan Brothers, a Catholic order, who in turn bought the property which was the site of the razed LaSalle Theatre.

Review

"Edge of Doom"" (Samuel Goldwyn-AKO Radio)

T HE bleak story of a boy pursued by an obsession has been turned into a powerful and absorbing motion picture by Samuel Goldwyn. From the beginning one is struck by the unusual and daring nature of the theme and the production. It is a picture unlike anything else that we have seen just die. The boy feels that he must compensate for all earthly delights of his life by an elaborate ceremony. Pursuit of this end leads to the boy's murder of a parish priest. There follows a succession of episodes, all in a picture whole of hopelessness, culminating in the boy's confession and surrender to the law.

Farley Granger has the focal role as the boy who lures about the lonely city to an effort to arrange a false burial. At the parish house he tries to convince an aging and troubled priest that, despite the lack of mancy, an expensive funeral is wanted desperately. In a frenzy following the rebuff the boy picks up a crossbow and strikes the priest with it.

This is the outward structure of the story but one can find deeper meanings and implications. The unmistakable Goldwyn touch shines throughout.

In a climate of gloom and criminality there flows oddly engaging incidents and fine characterization. Almost every term used in Leo Brady's novel, by far the most realistic and realisation.

Although the burden of acting falls on Granger, he has some excellent support from the parish priest. Thalberg, who married his father, and his father, who was his father. In the end, the theme is conclusively and they do not have a great deal of their own money and are likely to remain with the company forever.

Takes Kelly's Title

Arthur Kelly, whose UA contract has just expired and who also was let out by the new management, has been elected executive vice-president, which now goes to Scollard. The latter was in banking before entering the old Film and Television company as manager of executive operations. He later became treasurer and executive vice-president of the old Pathé company.

The new management also has decided to continue in its payroll all employees who are who is not recognized as an employee of the company.

There is no need to comment on something new with the company.

Snyder Holds Door

The holdout movement does not indicate that an agreement move is made in the negotiations will take between the companies is hope for E.L. But, said he, he has definite company.

The assignee indicated that a suit against E.L. would charge failure to perform on the basis of the original merger agreement, but he emphasized that if the negotiations are to be undertaken in connection with E.L., negotiation is to be made between the parties, that much significant time and not in the court for permission was merely in line with his duty as a fiduciary, and does not necessarily anticipate litigation.

Mayor Clarifies TV Stand

Mayor William O'Dwyer, who last week commanded television for its ability to keep people at home, has clarified his stand at another video ceremony here.

"I never spoke of any conflict," the Mayor said, referring to the two entertainment industries. "As a matter of fact, we looked upon television as a new weapon in the motion picture industry's picture give today, and that one implementation of the other, I'd like to have that stated as clearly as I can, that I still want the movie picture people to know how we appreciate them, too."

UFA Auction

(Continued from page 1)

rights to a large number of pre-war German films, including "Little Auges," the film which brought stardom to Marlene Dietrich.

Riding the wave of interest is three studies at foreign interests is limited to 25 per cent of the control of any one studio, with the Cleveland and Hollywood wood from acquiring the core of the company. No such restriction applied to the rest of the property and American interests is expected to bid high for the theatres.

Also forbidden to bid are governors of political parties, government officials, former Nazis and former executives of UFA when the company was formed. E. C. Joseph Goebbels, Nazi propaganda chief.

Colonial Remodels House

ATLANTA, Aug. 2—The Carolina theatre, Hickory, N. C., has been re-coded by Colonial Theatres. H. F. Ragsdale, of Atlanta, was in charge of the complete project. The façade, decor, front drapes and rest room remodeling.
**MPEA Board Okays UK Pact in Principle**

By CHARLES L. FRANKE

The board of the Motion Picture Export Association, meeting here yesterday, received from Motion Picture Association of America president Eric Johnston an official report of the new remittance agreement with Britain and approved in principle the ultimatum offered by the latter country.

Johnston, following the one-hour meeting which he left hurriedly to board a plane at Idlewild Airport for Washington, said "the group approved the agreement in principle."

It was indicated later by spokesmen of the MPPA that although there

(Continued on page 13)

**Buckley Intends to remain in Industry**

Harry D. Buckley will resume an active identification with the industry upon completing his recovery from his recent physical set-back, it was disclosed here yesterday along with formal announcement that he has left United Artists.

Buckley, whose most recent capacity as UA was as head of domestic operations, dates his association with the company in key executive roles back to its founding. He was associated with Mary Pickford and Douglas

(Continued on page 11)

**Brooklyn Paramount Sold to University**

The Paramount office and theatre building in the downtown section of Brooklyn has been purchased by Long Island University, it was disclosed by Tristram Walker Metcalfe, president of the institution, and William Zen Zeckendorf, president of its board of trustees. Purchase price was not disclosed. The 1,455-seat theatre has been leased back to United Paramount until 1960. The house is a first-run in the borough.

**‘IA’ Position on US-UK Pact to Be Set Next Week**

The official reaction of Hollywood labor to the principles embodied in the American industry’s new remittance agreement with Britain is due to be formulated next week at the IATSE’s pre-convention board meeting which will open in Detroit on Monday.

In the early phase of the Anglo-American negotiations last June when the exclusive sale of first-run pictures was being considered, the Hollywood AFL-Film Council voiced strong opposition to such an arrangement. Subsequently, “IA” international president Richard F. Walsh expressed fear that a “compulsory” production provision would inspire virtually every foreign country to demand a similar arrangement, to the detriment of Coast labor.

Upon his return yesterday from the London talks, Society of Independent Motion Picture Producers president Ellis Arnall said he could not see that Hollywood labor would object to the new arrangement since no compulsion was connected with it.

(Continued on page 13)

**Great Deferrals to Workers in Industry**

WASHINGTON, Aug. 3—An essential status was accorded the motion picture industry as the Commerce and Defense Departments tonight released a lengthy list of industries in which future deferments to workers would be made temporarily, at least—from calls to

(Continued on page 13)

**‘Irma’ Crowds Para., Men Quickens Pace**

Excepting the Bob Hope personal appearance, “My Friend Irma Goes West” gave the Paramount here its biggest opening business in close to a

(Continued on page 11)

**20th to Release 36 of Its Own, Plus Others, in Year**

NEW HAVEN, Aug. 3—Twenty Century-Fox will release 36 studio-produced pictures plus an additional but undetermined number of outside films from Sept. 1, 1950, to Aug. 31, 1951, E. C. Callahan, New England division manager, announced today to members of his territory at their regional convention last night.

The number is an increase of six over 20th-Fox’s previous plans for studio-produced pictures.

Callahan’s announcement was made on the Spyros F. Skouras-Darryl F. Zanuck plan, put into effect this year, to increase production in order to supply more quality product to the nation’s theatres. The announcement supplemented the division manager’s recapitulation of the remarks by vice-president and general sales manager Andy W. Smith, Jr., at the Central division sales convention held in Chicago last week.

Augmenting this was the disclosure of publicity and advertising details by vice-president Charles Einfeld, who told the New England representatives of campaign plans for the increased number of releases. He laid particular emphasis on the importance of trade paper advertising and promotion as a vital adjunct of film salesmanship in carrying the company’s product message to its customers.

The 36 pictures will include 12 in Technicolor, averaging one a month.

(Continued on page 11)

**House Bats Ceiling On Ticket Prices**

Washington, Aug. 3.—The House agreed today that there should be no Administrative limit on motion picture admissions prices.

It adopted an amendment to the Economic Control Act exempting from possible future regulation box office prices, as well as advertising rates of newspapers, magazines, radios and TV stations.

The amendment was introduced by Rep. Frank Buchanan of Pennsylvania.

**TOA Future Plans Await Expected Business Upswing**

The executive committee meeting which Theatre Owners of America scheduled for last month was postponed indefinitely, it was learned yesterday, pending the upswing in theatre business implicit in United Paramount president Leonard Goldenberg’s recent citation of 21 pictures forthcoming from nine companies. In a letter to the company’s stockholders last month,

(Continued on page 11)

**Hughes, Brandt Deal Awaits Clarifications**

Stock Transfer Jan. 1 Cause of Complications

BY GENE ARNEEL

Meetings on the legal ramifications of Harry Brandt’s Trans Lux Theatres deal with United Artists continued here yesterday with principals for Hughes reporting they remain in agreement in principle on terms, that the offer to sell is firm one and the Brandt proposal to buy is regarded as fully valid.

The “deferred delivery” nature of the transaction has been responsible for the delay in its consummation, it was said.

The spokesmen said that the complications which have arisen, as reported yesterday in Motion Picture

(Continued on page 11)

**‘U’ Pay Hike Offer Forestalls Walkout**

Strike action by Universal’s 375 home office “white collar” workers, threatened prior to the return from Europe of “U” president Nate J. Blumberg, has been forestalled by a “satisfactory” wage raise offer by the company, it was reported yesterday by Russell Moss, executive vice-president of IATSE Home Office Employees Local No. 1, 63.

However, Moss indicated, the issue of a year’s retroactive pay based on the increase agreed upon still has to

(Continued on page 11)

**Advance Tax Bill; Vote Levy on TV**

Washington, Aug. 3.—The Senate Finance Committee made further strides today in its efforts to speed an emergency tax-increase bill to the Senate floor, with the decision already voted to retain the 20 per cent Federal admissions tax. Also, in late session yesterday, the committee voted to impose a 10 per cent manufacturers’ tax on TV sets, matching the present levy on radios.

The vote on the TV tax came as a surprise to the Radio Manufacturers’ Ass’n, here, which had not expected such swift action.
**Personal Mention**

E. K. O'SHEA, Paramount Distribution manager, and Joseph Walsh, branch operations manager, have opened a special office in Chicago from New York and will go from there to the Coast.

Robert M. Watson, United Paramount Theatres vice-president, and Mrs. Watson left here yesterday for a vacation at Grossinger's in the Catskills.

Suzanne White, the leading United Artists television department, will leave here over the weekend for a two-week vacation.

Clark Ramsay, Monroe Greenhut Co. Coast vice-president, will arrive here from Chicago.

H. R. Emoe, RKO Theatres division manager for Ohio, visited Cleveland this week from Cincinnati.

Will Price, director, is in Washington from the Coast.

**Coming Events**

Aug. 7—IATSE executive board meeting, Hotel Statler, Detroit.
Aug. 7—Republic sales meeting, Blackstone Hotel, Chicago.
Aug. 9—Cinema Stamp Collectors, meeting, Hotel Astor, New York.
Aug. 9—Republic executive representatives meeting, Hotel Statler, Detroit.
Aug. 11—18—"Fifty Years of Progress" is one of the exhibits at the Advertising Hall of Fame, New York.
Aug. 12—16—Republic sales meeting, Roosevelt Hotel, New York.
Sept. 15-17—Pacific Coast Conference of Independent Theatres Convention, Sevna Lake, Lake Tahoe, Calif. (tentative dates).
Sept. 25-26—Allied Theatres of Michigan annual convention, Hotel Cadillac, Detroit.
Sept. 26-27—Kansas Motion Picture Theatre Association convention, Hotel President, Kansas City.
Sept. 30-Oct. 1—National Board of Pageant Association meeting, Pittsburgh.

**Anson Bond to Italy**

Anson Bond, independent producer, has left for Rome, Italy, where he will remain until next spring. Mr. Bond will be here from the Coast and will leave shortly for San Remo, Italy, for the first meeting of the One World Award Committee, to be held on Aug. 22. Bond's film, "The Vicious Years," has been selected by the committee as one of the best motion pictures of the world community and will be presented, with several others, to the group at San Remo.

**Twin Bow for 'Hawk'**

Universal-International's Technicolor "Desert Hawk," starring Yvonne De Carlo, Richard Greene, Lois Andrews and Anne Pearce, will have its world premiere at the Palace Theatre in Akron, Ohio, and at the Rivoli Theatre, Toledo, O., on Aug. 24.

**Exhibitor’s Mother Dies**

Omaha, Aug. 3.—Mrs. Mary Latone, of Cedar Rapids, Neb., died here yesterday. Mrs. Latone was the mother of Oliver Schneider, Oscola, Neb., exhibitor, and had been ill in a hospital here.

**MGM Starting Third in Europe in Sept.**

With two films now being made in foreign countries, MGM will have a third starting early in September when the unit "In an American in Paris," arrives in Paris for filming.

Currently being filmed abroad are "Quo Vadis," in Rome, Italy, and "The Three-Browed Drummer," at the M-G-M British studios at Hertford, England. Headed by producer Arthur Hornblow, the "Paris" unit will arrive here from the coast Aug. 30 and after a day will head for France.

**Mass. Cars, Drivers Up; See Drive-in Aid**

Boston, Aug. 3.—Increased registration of both motor vehicles and licensed drivers in Massachusetts are seen as added incentive to the growth of drive-ins in this area. Between 80 and 100 drive-ins are already in operation in the New England states, exclusive of Connecticut.

Registered motor vehicles in the state increased from 1,110,950 in the first six months of 1949 to 1,235,033 in the same period this year, with licensed operators now at 1,087,490 as compared with 1,070,350 at the same time last year, according to the Commonwealth's Register of Motor Vehicles.

**Trotta Starts New Film Ad Firm**

Vincent Trotta, motion picture advertising director and Anthony Scarpa, creator of advertising styles, have joined forces to specialize in consultant art work in the motion picture advertising, particularly in effecting savings through advanced production methods, which they believe will be of considerable value to the industry.

W. New York MPTO To Hold Election**

Buffalo, Aug. 3.—Postponed for the second time because of the illness of two directors, the annual election of new members of the MPTO of New York, Western Zone, board will take place here today, says George H. Gamble, president.

Meno Dykstra of the Glen, Williamsville, has undergone a serious major operation and M. M. Konczakowski of the circuit bearing his name also is in the hospital. Meanwhile a few other directors who have been on vacation have returned to the city, making possible the setting of Monday's meeting.

**Ferguson Moves Up; To Assist Schmidt**

Robert S. Ferguson, Columbia pressbook editor, has been named assistant to Arthur A. Schmidt, director of advertising, publicity and exploitation; the motion picture division of the company.

Ferguson has been appointed to succeed Ferguson, as pressbook editor.

**Sullivan Holds Talks With U. S. Officials**

Washington, Aug. 3.—S. Gudiwan, Theatre Owners of America executive director, was here today for conferences with government officials, but he would not reveal what the conference was about.

He was to be here this evening for the opening of the new Vicks Mill, Md., theatre, a part of the Sidney Last circuit.
WARNER BROS. ARE SAYING IT WITH PICTURES -- NOT SLOGANS
PICTURES--NOT SLOGANS!

September!

TEA FOR TWO

STARRING
DORIS DAY • GORDON M‘RAE

ALSO STARRING
GENE PATRICE EVE BILLY S. Z.
NELSON WYMORE ARDEN WOLFE SAKALL


ORROW GOODBYE’

WILLIAM HOHER • CAPTAIN Mitar assistance.

Screen Play by Harry Brown Production • Distributed by WARNER BROS

PICTURES--NOT SLOGANS!

October!

THREE SECRETS

“THREE SECRETS”

STARRING
ELEANOR PARKER • PATRICIA NEAL • RUTH ROMAN

Written by Martin Raskin and Gino Kule
Produced by MILTON SPEBLING • Directed by ROBERT WISE • A UNITED STATES PICTURES Production Distributed by WARNER BROS

COUNTAIN’

PATRICE WYMORE FORBES

May • From a Story by Alan LeMay

Produced by WILLIAM KEIGHLEY
We have only one policy at Warner Bros. Studios. That is, to meet the highest entertainment demands of the public with profit to the exhibitor and to us.”
| John Agar | Errol Flynn | Patricia Neal |
| Eve Arden | John Garfield | Gene Nelson |
| Humphrey Bogart | Virginia Gibson | Eleanor Parker |
| Marlon Brando | Edmund Gwenn | Barbara Payton |
| David Brian | June Haver | Gregory Peck |
| James Cagney | Juano Hernandez | Ronald Reagan |
| William Campbell | Charlton Heston | Ginger Rogers |
| Helena Carter | Arthur Kennedy | Ruth Roman |
| Steve Cochran | Burt Lancaster | S. Z. Sakall |
| Gary Cooper | Gertrude Lawrence | Randolph Scott |
| Joan Crawford | Vivien Leigh | Zachary Scott |
| Doris Day | Frank Lovejoy | Phyllis Thaxter |
| Billy DeWolfe | Gordon MacRae | Phyllis Thaxter |
| Kirk Douglas | Raymond Massey | Betsy Drake |
| Betsy Drake | Virginia Mayo | Scott Forbes |
| Dennis Morgan | Patricia Wymore |

**Warner Bros. Directors**

RICHARD BARE  DAVID BUTLER  MICHAEL CURTIZ  ROY DEL RUTH  GORDON DOUGLAS  FELIX FEIST, JR.  STUART HEISLER  ALFRED HITCHCOCK  WILLIAM KEIGHLEY  JOSEPH H. LEWIS  EDWIN L. MARIN  LEROY PRINZ  LEW SEILER  VINCENT SHERMAN  JACQUES TOURNEUR  KING Vidor  GEORGE WAGGNER  RAOUl WALSH  BRETAIGNE WINDUST  ROBERT WISE

**Warner Bros. Producers**

STEPHEN B. TRILLING, ASSOCIATE EXECUTIVE PRODUCER  ROBERT ARTHUR  HENRY BLANKE  LOUIS F. EDELMAN  SAUL ELKINS  BRYAN FOY  EVERETT FREEMAN  GORDON HOLLINGSHEAD  WILLIAM JACOBS  HARRY KURNITZ  MILTON SPERLING  ANTHONY VEILLER

Also Producing for Warner Bros.

CAGNEY PRODUCTIONS  CHARLES K. FELDMAN GROUP PRODUCTIONS  NORMA-F. R. PRODUCTIONS  TRANSATLANTIC PICTURES  UNITED STATES PICTURES
Pre-Selling Pays Off for W.B. Product

New Faces Spark New Warner Films

In line with Warner Bros.' policy of building new stellar names, J. L. Warner has set in operation a casting and production program which is expected to build many new stars of importance.

Among performers, for whom the studio envisions stardom in the near future are Charlene Adams, who stars in "Cagney"; Patrice Wymore, who will be seen in a dancing role in "Tea for Two"; and a dramatic part opposite Errol Flynn in "Rocky Mountain," Barbara Payton, James Cagney's leading lady in Cagney Productions' "Kiss Tomorrow Goodbye" and a featured performer with Gary Cooper in "Dallas"; Helen Carter, who is also in "Kiss Tomorrow Goodbye"; Virginia Gibson, dancing in "Tea For Two"; Marlon Brando, who will star in "Dawn of a New Age," a Streetcar Named Desire."; William Campbell, who appears in "Breakfast in Frank Lovejoy, who has a top role in the same picture; and also in the U. S. Pictures production, "Three Secrets"; Scott Forbes, who is in "Rocky Mountain" and Gene Nelson, who made a sensational debut as a dancer-actor in "The Daughter of Rosie O'Grady," and is now working with James Cagney in "The West Point Story."

Warner Bros. predict its new crop of talent will match the attainments of such recent stars as Doris Day, Ruth Roman, Virginia Mayo, Patricia Neal, Kirk Douglas, Richard Todd, Gordon MacRae, David Brian and Scott Cochran.

The studio is maintaining its policy of emphasis on star personalities, with a talent list that includes James Cagney, Cary Cooper, Joan Crawford, Betsy Drake, Errol Flynn, John Garfield, John Agar, Humphrey Bogart, Edmund Gwenn, June Haver, Arthur Kennedy, Burt Lancaster, Gertrude Lawrence, Vivien Leigh, Dennis Morgan, Eleanor Parker, Gregory Peck, Ronald Reagan, Ginger Rogers, Randolph Scott, Zachary Scott, John Wayne and Jane Wyman, as well as Eve Arden, Billy De Wolfe, Juano Hernandez, Remi Massey, Phyllis Thaxter, and S. Z. Sakall.

More than forty stars are included in the company's current production program.

Hits Drive-Ins' Free Policy for Children

The policy of letting children into drive-in theatres for nothing was called "hit" in the last two weeks of summer by the Bureau of Internal Revenue, according to the Bureau. The policy was announced last week by the Bureau. The policy was announced last week by the Bureau.

Tax Ruling Halts Mexican Films Here

WASHINGTON, Aug. 3—Recent tax rulings of the U. S. Internal Revenue Bureau have brought about a situation under which no Mexican films have been distributed in the U. S. since the first half of 1950, according to Commerce Department film chief Nathan D. Golden.

Golden said that in November the Bureau of Internal Revenue ruled that Mexican films shown here were subject to a 30 per cent withholding tax, and U. S. distributors of Mexican films refused to accept any more pictures. Mexican companies are currently negotiating with the Bureau to solve this problem, he stated.

The Commerce report declared that a total of 109 feature films were produced in Mexico last year, the highest output on record.

Holdup Wave Alerts Boston Exhibitors

BOSTON, Aug. 3—Three Greater Boston motion picture theatre holdups have been reported to local exhibitors by Warner representatives.

He'll Be Sorry

CLEVELAND, Aug. 3.—L. C. Glasbey has dismantled his New Broadway Theatre here and has converted it into a "Roads" theatre. He still has the Olympia here.

Temporary Shutdown

DELTAKE, Aug. 3.—Stir Theatre on 38th Street, closed Saturday until Sept. 1 for remodelling.

Variated W. B. Schedule Set for Release

The most varied schedule of productions in Warner Bros.' history is currently awaiting release following the "Tea for Two" appearance, conducted at the company's Burbank studio.


The U. S. Pictures' production, "Three Secrets," starring Ruth Roman, Patricia Neal, Eleanor Parker, and Frank Lovejoy, follows. In October the story, which Warner will present the Technicolor musical "Rocky Mountain," with Patrice Wymore and newcomer Scott Forbes is scheduled for early release. James Cagney returns to the song-and-dance world in an unusual musical co-starring Virginia Mayo, Doris Day, Gordon MacRae and Gene Nelson, "The West Point Story," which will be presented around Thanksgiving.

"Breakthrough," starring David Brian, John Agar and Frank Lovejoy, is next on the Warner list, followed at Christmas by "Dellan," starring Gary Cooper, Ruth Roman, Kirk Douglas and Raymond Massey with Barbara Payton. More than a dozen other properties are in several stages of production currently on the Warner lot.

WB-Pathe Shooting NY Thruway Film

ALBANY, N. Y., Aug. 3—Warner Pathé is making a film for the New York Thruway Authority to "tell the story of the Thruway." It is being shot in various sections of the state where portions of the motorway are under construction or have been completed.

The short, reported costing $34,000, will be available for screening in the motorways and before civic and other organizations.

To Reopen in September

EASTON, Aug. 3.—The E. M. Loew's circuit has closed down the 1,200-seat Court Square Theatre, Springfield, Mass., for the remainder of the summer, intending to use the combination motion picture-theathre, housed, managed by John Silver. About Labor Day.
Hope to Aid Blinded Veterans’ Benefit

Bob Hope has accepted the honorary vice-chairmanship of the American War Blinded Veterans of America, and will act as the entertainment committee chairman for a fund-raising ‘parade of stars’ to be held at Carnegie Hall here on Sept. 23.

The organization was chartered recently for all men from the armed forces who were totally blinded in action and not eligible for benefits under the construction of a garden apartment development on Long Island, intended as a retirement and recreational facilities for the veterans and their families.

Crescent President Doesn’t Fear TV

NASHVILLE, Aug. 3.—Crescent Amusement Co. will take television in stride—competition makes for better things, better living,” declared R. E. Banker, president of Crescent, which controls 14 theatres, and the largest in Tennessee.

In commenting on the fact that Nashville will have television by Sept. 15, he continued: “Who knows? We may put TV sets with large screens in all theatre lobbies. If a patron doesn’t like my movie, he or she can watch TV. Movies are part of our American way of life, just as are newspapers, magazines, ice cream cones and arguments with your wife.”

Theatres Balk at Brazilian Quota

WASHINGTON. Aug. 3.—Exhibitors in Rio de Janeiro have protested a government ruling that they display at least six Brazilian-produced films a year, according to the Commerce Department. The Brazilian theatres point out that only 17 films were produced all last year, and that most of these attracted the public only on opening day.

Theatres in Sao Paolo closed recently in protest against a state price control ruling which held down theatre prices back to the February, 1949, level. Authorities agreed to suspend enforcement of this ruling pending action by the Supreme Court, and the theatres reopened the same evening.

Law Makes Age No Bar to Mass. Jobs

Boston, Aug. 3.—Theatre cashiers, doormen, engineers, ushers and those in managerial positions are covered by a state law signed yesterday by Gov. P. Jewett, intended to bar discrimination because of age in employment of persons between the ages of 45 and 65.

Italy Is Regulating Theatre Construction

WASHINGTON, Aug. 3.—A new Italian decree, designed to avoid “disorderly and excessive competition” in exhibition, requires governmental approval for construction or modernization of theatres, the Commerce Department reported today.

U. K. Visitor Says Manager Key Man—Here and Abroad

The author of this article is Jim Forsyth, a veteran British showman who recently made an eight-week tour of the U. S., which covered 24 states and more than 1000 towns. His report appeared in the magazine "Theatre Herald" and is reprinted here.

In the 32 years that I have been connected with theatre operation of the legitimate sort, I have never seen a situation that comes even close to the kind of business London is doing, he says.

At the start it occurred to me that too many British visitors glance at a New York theatre and say, "Holly- wood, but rarely see anything of the "real America." So I decided that I would be different. Last month, from my two-month tour, I may say that I have seen and met "real Amer- ica," and was an amazing experience.

In the big cities I was im- pressed with the exterior presentation and its definite effect on the passers-by. For example, compared to London, it was collectively superior, but then it must be recalled that such displays would only be seen on London’s "shop window" situations, and perhaps an occasional provincial city house.

Neighborhoods Dim

The hinter of show business, however, missing in a number of neighborhood houses, many of which are only equal to and in some cases more equal to situations in Britain. It seemed to me that the big budgets were confined to the larger situations.

New York, Washington, San Francisco and other cities I saw many excellent stage shows, entertain- ingly and well presented, enthusi- astically received. Attendance there was good, especially when compared to other houses with no stage attractions.

There are a lot of houses which limit their only attraction. Quite a few are using all sorts of cunning tricks such as lighting gags, musical inter- tudes and small localized stage con- tests. These efforts, I thought, created an atmosphere of warmth and love.

I was impressed with the slick ef- ficiency, the polite reception and the capable manner in which patrons were received and seated. This was the general impression, yet, like in our industry, I did find houses where there was an air of slackness and general inefficiency and this points up, the manager is the key to successful theatre operation.

In general, the visitor finds the suburban and provincial houses bright, attrac- tive and well-run, but frankly, I can not say that I learned very much about their business, but I have the standards of showmanship are very high, and quite on a par with the British.

Actually, in thinking over what I have learned from my inspection trip, I may say: I knew that the troubles of the American exhibitor are precisely those of the British show- man.

If the public want to see a film business is good. When the manager of a cinema is a good showman busi- ness is better. When both are had it is time to investigate.

Sees 5 Doing Business

During the whole of my tour I found exactly five pictures that were doing business. Three were American productions, but the other two, which are complaining that business is poor, but I got the general impression that if films are good, they manage to hold on hard, much more in evidence in the places that I visited.

Wherever I went there was com- monly televisioned on the top-of-the-range television program, and I've found a wealthiness of films, excepting those that are outstanding or, by luck, have been struck on the somewhat critical eye of the movie-goer. Many people seem to be turning to a new attraction. We have a somewhat similar situation in the U.S., but our television programs are not as numerous or varied and still are restricted.

The drive-ins naturally interested me. I was somewhat impressed with them. Somehow, I missed the whole effect of real cinema, the feel of main enjoyment.

In traveling from one city to an- other, talking and observing, I must confess to a slight feeling of disap- pointment with the American exhibi- tor, the creator of showmanship and presentation. I somehow had the feel- ing that we are not watching a champion boxer who had decided to rest on his laurels.

Somehow, or later that “Chaup” will be compelled to rise to the challenge and fight—either that, or lose his title.

Canadian Odeon Sets Personnel Changes

TORONTO, Aug. 3.—Odeon Theatres (Canada) has reorganized its management to make Herbert Hebscher to manager of the Palace The- atre, Hamilton, succeeding Robert E. Hoffmann, who is going abroad on the charge of the independent Seville art theatre in Montreal. Hebscher had been manager of the Hamilton Savoy.

George Robinson of the Odeon Theatre, St. Thomas, has been ap- pointed Odeon manager at Owen Sound, taking over the management of the theatre in the advertising business. William Bonnall, former chief artist of Odeon Pictures Corporation, has joined the art department of 20th Century-Fox Theatres, an affiliate of Famous Players Canadien.

Coburn in Bronze

Elizabeth Gordon, sculptress, will unveil a bronze, life-size head of Charles Coburn in honor of his 60th anniversary in show business, in a ceremony at her studio here today. Coburn is in town in connection with the campaign on “Louisa,” Universal- international film in which he stars.

To Show German Films

MILWAUKEE, Aug. 3.—Reopening on Sept. 1 of Radio Theatre here, to be called Ionia, a showing of German films is planned by German Films, a new Milwaukee corporation. The 600-seat house is leased for 10 years, and is being renovated now. Mrs. Elisabeth Hoffmann, Waawatosa, is president of the firm.

Banker Asks Better Check on Revenue

Distributors and producers will have to give banks better assurances that the funds ac- curing from film rentals are properly handled, says Edwin Van Pelt, vice-president of the Federal Bank and Trust Co. which has some $5,000,000 to $10,000,000 invested in mo- numental production funds. “That money must be protected,” he says. “It can’t be a system whereby the bank is taking the money and watching rather than put into a general fund.”

Van Pelt and Trust, which specializes in loans for smaller-budget productions, so far has lost “a single dollar” on its investments, Van Pelt reports.

Seven Start, 25

SHOOTING ON COAST

Hollywood, Aug. 3.—The production tally dropped three points this week, for a total of 25. Four pictures were started, while seven were complete.


Swanson Completes Full ‘Sunset’ Tour

Gloria Swanson has completed a three-month tour of 21 key cities in the United States and Canada on behalf of her new starring film for Paramount, “Sunset Boulevard.” She re- cently gave an interview to this mid-week paper while serving as hostess at a final preview screening for motion picture theatre owners and their wives, representa- tives of leading women’s organizations and members of the Hollywood- Los Angeles press corps.

This promotion pattern has been repeated with variations across the country since May, and Miss Swanson began her personal-appearance ex- position campaign.

‘Art’ House in N. O.

NEW ORLEANS, Aug. 3.—A new theatre has been opened in New Orleans this week. Fritz Paul, J. W. Proctor and Ned Parkhouse, Jr., all of New Orleans, have organized the corporation and taken over the Rio Theatre, renamed it Cinema 50 and are specializing in the showing of first-run foreign and domestic films.

Teatre Changes Policy

MILWAUKEE, Aug. 3.—The Al- habra, a Warner theatre, went “move- over” house, has shifted to a second run theatre, operating on a 28-day clearance. Admission has been reduced from a top of 90 cents to 70 cents as at night, and from 50 cents to 30 cents in the afternoon.
Kelly to Coast For
Confal with Chaplin
On Representation

Arthur W. Kelly, until recently ex-
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Con to confer with Charles Chaplin regarding sales representation on
Chaplin product. Gomberg, who he and
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left to return to UA shortly after and the
production arrangements were dropped.

'U' Pay Offer
(Continued from page 1)

be settled. He said the company, while
willing to grant a general wage boost in
light of Universal's improved eco-
nomic position and prospects, has
no intention of reducing its appeals to
any such increase retroactive to the ex-
piration date of the contract that is being renegotiated today.

The union has been seeking from the company a seven per cent raise
in accordance with the "formula" set up by the recent contract signed with Warners. The "U" offer is said
to have at least matched that feature-
age figure. The Warner offer was
accompanied by several months' retro-
active pay.

Hall said he was resuming negotiations with "U" following the Aug. 14-18 "AA"
international convention in Detroit, where he was advised that meanwhile the
local is "going after" United Artists for a "formula"-pay raise now that the company has virtually completed its administration realignment, Talks with UA had been discontinued pending
the realignment.

'Irma,' 'Men'
(Continued from page 1)

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arena on stage, "Irma" drew about $13,500 on opening day, Wednesday, and
continued at the same box-office pace yesterday for an estimated total
of $27,000 during the two days.

Meanwhile, "The Men," the stage presentation picked up speed during the latter part of its second
week at the Hollywood and finished the
 stanza with approximately $125,000, representing good business and
higher than any other week for the film is
now in its third and final week.

Buckley Intends
(Continued from page 1)

Fairbanks in the role of business man-
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Quigley Publications
THIRTY-FIVE YEARS OF SERVICE TO THE INDUSTRY

MOTION PICTURE HERALD
The leading weekly, intensively national and extensively international in scope and circulation. Called "The Exhibitor's Bible."

BETTER THEATRES—Thirteen issues a year. Devoted to the physical theatre and its operation.

THEATRE SALES—Thirteen issues a year. The organ of service to the business of refreshment vending in and by the screen theatre.

MOTION PICTURE DAILY
The journal of fast spot news coverage, at home and around the world. What happens when it happens.

MOTION PICTURE ALMANAC
The comprehensive statistical annual and reference book of the motion picture, widely used within the industry, by the press and research organizations here and abroad.

FAME
The ornate and impressive annual volume auditing the personalities of the motion picture in the United States and Britain, with ratings, performances, records of the talent.

NEW YORK  CHICAGO  HOLLYWOOD  LONDON
Daly, stem from the fact that there must be guarantees that Hughes will be in a position throughout the 24 per cent interests in KRO Theatres when the circuit is divorced from its current holder. The KRO production unit will be under the direction of Eli I and Brandt will be in a position to take over at that time. Attorneys now are at work putting into legal form this arrangement.

Reports that Brandt might not have secured complete financing for a commitment plan for the Hughes side, a spokesman for which said this is a matter between Brandt and his backers. It is said that there have been no obstacles yet to materialize of such a nature which would make a collapse of the deal likely, although the "deflected delivery" complications might mean more time for completion of the transfer than had been indicated earlier.

Backer Brandt is Kuhn, Loeb & Co., New York banking firm, which agreed to float the necessary purchase. Based on a formula arrangement, the price is said to be $12 million. Authorities for Hughes' $920,000 shares.

TOA Ties Future

(Continued from page 1)

Goldenson drew attention to the picture, which he termed "excellent." TOA's decision to give business a chance to pick up before holding the meeting rests on the conviction that this picture will keep the public interested. An important bearing on a number of decisions which the executive group must make. Moreover, conditions as they exist, are strong enough to justify the active attention of the executive committee members to the operations of their individual theatre enterprises. A recent addition to the agenda of the committee's next meeting, which may take place this week, is the presentation of a proposal for a cooperative arrangement in setting up youth clubs and combating juvenile delinquency. This is a subject on which those Americans of the United States, which, as TOA, is a member of the Mid-Century White House Conference, JAUS is headed by Mayor Milton A. Gibson of Tuckahoe, N. Y., and it was for its executive committee that Mr. Gottlieb, former merchandising counsel for Columbia Pictures. Chariotist in this field is by Nature Brandt as a non-profit, non-sectarian membership corporation, JAUS has developed over the years ambitious youth recreation programs. The presentation will be made in person by Mr. Gottlieb, who is told that he is here in force with the cooperation of the film industry, according to Gottlieb. It was pointed out that his organization has been in the promotion of United Artists' "So Young, So Bad." In addition to the proposal to TOA, the JAUS is seeking to establish independent arrangements with a number of New York Metropolitan area theatre operators. It is said that he added that one of the organization's aims is to bring about war effort activity, such as food drives, through the joint efforts of youngsters and motion picture theatres.

Franchise to Federal

Film International of America, Inc., has granted a franchise to Federal Film Co. of Boston for the distribution in the New England territory of all international product.

Hughes, Brandt

(Continued from page 1)

"The Desert Hawk"

(Continental-International)

A ROMANTIC outdoor adventure drama in Technicolor is presented in Universal-International's "The Desert Hawk." Fashioned along familiar lines, "The Desert Hawk" is a tale of a desert outlaw, Yvonne DeCarlo and Richard Greene in the lead. The story elements involve an evil prince, played with unctuous villainy by George Macready. It is Macready's pleasure to oppress the people of the desert, while the benign young leader presented by Warren Williams and Miss DeCarlo are completely upset by a strategem of Greene's. Greene poses as the prince, marries Miss DeCarlo, and takes to his heels leaving a mess of damage behind him. As Macready's forces make their way, a major crisis is reached when Miss DeCarlo falls into the conspiratorial grip of Macready. It takes considerable feats of derring-do by Greene to rescue Miss DeCarlo. At this point Miss DeCarlo and Greene realize they love each other despite some previous trials.

Others in the cast are Jackie Gleason, an aide to Greene, and Joe Besser, who provides the clumsy touch.

Frederick de Cordova directed from a formula screenplay concocted by Aubrey Wisberg, Jack Pollexfen and Gerald Drayson Adams. Running time, 77 minutes. General audience classification. For August release. MAXIME HERBSTMAN

"Vigilante Hideout"

(Republic)

The latest in the Allan "Rocky" Lane series offers what the customer can expect: non-stop action and gunplay. Eddie Waller as a shrewd but eccentric inventor carries the burden of comedy and is a leaving agent in what might be merely routine Western antics.

The story has Lane discovery of a town where mysterious cattle robberies have occurred. He soon suspects that the miserable herd is not what the robbers want; that, instead, the repeated raids are to draw attention from something occurring in town. He discovers, too, when mystery is improved, that the real hero of the film may be his enemy. He discovers later, in a flurry of action, that Haggerty has been using an abandoned copper mine beneath the town to gain proximity to the bank with the intention of dynamite. He foils the plan, and Haggerty is inadvertently blown himself up.


"Jungle Stampede"

(Republic)

A 56-minute documentary, "Jungle Stampede" is a cut above par for two reasons: the photography is excellent and the editing is judicious.

The film relates the story of two explorers, George Breakston and Yorke Coplen (they are also associate producers with the former director), who set out to make a photographic record of animal life, and the lives of certain herd animals. The expedition is broken up into three parts—the journey from Nairobi to the Land of the Pygmies; the trip from the pygmy territory to that of the Masai tribe; and the Masai tribe itself.

As their way takes them through jungles, swamps, caves, across rivers, etc., it encounters the usual adventures associated with this kind of exploration. Much of the material shown here doesn't appear too new, although it is all very well presented. The fights between the various beasts are exciting.

Ronald Davidson does a capable narrating job, and Herman Schopf, as director of photography, gets the most out of his medium.

Running time, 60 minutes. General audience classification. Release date, July 29.

'IA' Position

(Continued from page 1)

"IA' Position

(Continued from page 1)

future American production in Britain under it.

Yesterday Walsh was making preparations here for his departure today for Detroit where he will preside at "IA' board meetings. He was uncomplainingly on the remittance agreement.

At a press conference in June he had suggested that it would be a "good idea" to have Coast labor represented in subsequent Anglo-American remittance talks in an advisory capacity. "The question of immigration," he had said.

The sole representative of Coast studio labor on the "IA' board is Carl G. Cobb, an employee of the union's seventh vice-president.

Grant Deferments

Review reserive units of the armed forces in the event of stepped up draft calls, however, the present list was expected to be whittled down to produce an equivalent. Radio and television were also listed as essential.

Radio "transmission includes establishment producing and distributing motion picture films, exhibiting motion picture films, commercially operated theatres, and furnishing services to the motion picture industry." Walsh will be accompanied to Detroit by members of the union's New York staff, all of whom will remain in the city for the duration of the biennial convention Aug. 14-18.

are no more meetings scheduled to discuss the subject many telephone conferences will follow among the board members and the MPAA chief to iron out various aspects for which there are no solution to deal with at yesterday's brief parley.

Moreover, it is necessary for individual company executives to co-operate and coordinate their plans to avoid the "in principle" ones given yesterday are forthcoming, it was agreed by company president at the conclusion of the meeting that it probably will "take days, weeks or months even to get an unqualified affirmation of the agreement is received from the American industry as a whole. The announcement of the agreement on Thursday stipulated that the so-called Anglo-American "technicians" would be given time to hammer out the details of the agreement which, in itself, was described "in principle" by the negotiators.

O'Hara with Johnston

Johnston and his assistant, Joyce O'Hara, a member of the "technicians" committee, left by plane from New York by plane from London late yesterday afternoon. The MPEA board, which is comprised of company presidents and executives of the "technicians" group, was notified of the O'Hara to see definitely that the meeting would be held yesterday.

Interviewed briefly following the meeting, the RKO Radio president Ned E. Deinert conceded in reply to a question that the new agreement was not definite. The elements in which Hollywood labor has been interested. In other words, according to Deinert's statement, the question remains whether the bonus provisions relating to American expenditures for film production in Britain will be distributed to Hollywood labor from its point of view. The details which the "technicians" group in the British film industry during the course will hold the answer to that question, it would appear.

29 Attend


The Perfect Guest

McMINNVILLE, Tenn., Aug. 3—Congressman Estes Kefauver recently accepted an invitation to spend a week at the summer home of Cowan Osborne, local chain theatre operator, on Barren Fork River, near here. The Congressman didn't seem to mind at all when he hooked a six-foot brook trout, with 18 rattles, near a swimming hole in the river. He went to bed at night with his head in a net, and the next morning four of his five grandchildren were helping him catch them.
Guardian of her most important "bath"...

Costly shots like this might be so much spoiled footage... save for the vigilance and knowledge of the laboratory man.

He makes sure that the dailies take their all-important bath... inspecting, testing, keeping constant check as the exposed footage runs through the developing, fixing, and washing tanks and driers.

To his skill and watchfulness... as film representing "box-office gold" literally slips through his careful fingers... motion pictures owe much of their well-earned reputation for technical excellence.

This skill is more effective... the burden of constant vigilance lessened... when he works with dependable film of superior quality. That's why he always welcomes the family of Eastman motion picture films.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD
Talk Deal for Hughes' Stock

In Picture Co.

Lawrence Green Bids for RKO Production Control

While negotiations are continuing at top-speed on Howard Hughes' sale of his eventual controlling stock interest in the dis- vorced RKO Theatres to Harry Brandt's Trans-Lux Theatres Corp, Hughes also has been approached for possible purchase of his holdings in RKO production-distribution.

When RKO's reorganization plan is completed on Jan. 1, 24 per cent of the stock of the two new companies to be formed will belong to Hughes. He is legally required to relinquish control of one of the two.

Bidding for the production-distribu-
tion shares is a 4. Lawrence Green, former RKO board member, who, when asked about a deal said, "talks are going on but it is still in the embryonic stage." He would neither confirm nor deny that he has offered approximately $3,000,000 for the stock.

(Continued on page 4)

USSR Registers

MPEA Trade Mark

Motion Picture Export Association's trademark has been registered in the Soviet Union, two years after the original application was filed, it was reported on Friday by Irving Maas, MPEA vice-president and general manager. Documents issued by the Soviet Ministry of Trade verifying the registration were received in New York this week.

"Registration of the trademark does not necessarily indicate that the Russians are ready to buy American films," said Maas.

"On the other hand," he added, "that country is ready to register the trademark could have been interpreted"

(Continued on page 4)

$13 1/2-Million Films Budget

Asked for 'Truth Campaign'

WASHINGTON, Aug. 6.—A budget for motion picture spending of nearly $13,500,000 is included in the State Department's "truth campaign" plans, hearings before the House Appropriations Committee revealed Friday revealed. Authority to spend $11,017,000 in the current fiscal year in addition to the $2,450,000 provided for in the general appropriation bill now approaching a Senate vote was asked.

The additional sum includes an item of $3,845,237 earmarked for additional film production. It is to include, Herbert Edwards, head of the film operation, told the Congressmen, 221 reels — 93 of documentaries, 40 of animated cartoons, 70 of newsreels and 58 for a feature cartoon and weekly newsmags. In addition, 199 reels are to be acquired from the motion picture industry and private producers for about $1,408 per reel.

Edwards asked for funds to the equiv-

(Continued on page 4)

Senate Group Also

Bans Ticket Ceiling

WASHINGTON, Aug. 6.—The Senate Banking and Currency Committee voted Friday to exempt motion picture tickets and advertising rates charged by the press, radio and other media from any possible future price control.

It adopted the same amendment the House had voted a day earlier to its Economic Controls Bill.
Personal Mention

HOWARD DIETZ, MGM vice-president and advertising publicity director, is scheduled to return here from the Coast on Wednesday.

VALDA F. HANCOCK, secretary to Theodore Smith of the Motion Picture Association of America's international division, was married on Saturday to George Wagner of White Plains, N. Y.

HARRIET BALLINGER JOHNSTON, daughter of Eric J. Johnston, president of the Motion Picture Association of America, and Mrs. Johnston, has come engaged to William Carlin of Seattle.

S. G. G. BIRNIE, who was scheduled to leave here for the Coast this week, has postponed his departure momentarily.

A. B. WEISSBORD of MGM's advertising and art departments left at the weekend for a vacation.

JACK CARTER of Woman's Home Companion has returned from a three-week vacation.

DAN TERREL, MGM exploitation head, returns today from vacation.

Max Shoolman, Was Boston Circuit Owner

Boston, Aug. 6.—Max Shoolman, 75, of Brookline, Mass., philanthropist and realtor, died Thursday at the Beth Israel Hospital here. He was William F. McDonald, built the Metropolitan Theatre in Boston. Shoolman was a partner of the late Nathan H. Gordon in the Olympia Theatres, Inc., of Boston. These theatres were later sold to Paramount Publicity and are now known as New England Theatres, Inc., operated by United Paramount Theatres. Funeral services were held today at Temple Emanu-Elhere.

Rosenberg, Margolies Buy 'Blue Angel'

Distribution rights to "The Blue Angel," UFA film which brought Marlene Dietrich to screen stardom have been acquired by Max J. Rosenberg and Albert Margolies from the Alien Property Custodian. The picture, directed by Joseph von Sternberg, will be released by Classic Pictures, distribution organization headed by Rosenberg for the past several years. Tentative reissue date is Sept. 15.

Love to Europe

At Love, newly-appointed head of the United Artists foreign department, will leave here tomorrow for a tour of France, Switzerland, Belgium and England in an effort to develop the various local facilities which independent producers releasing through UA have been encouraging the British industry.

Tradewise...

BY SHERWIN KANE

The most heartening note to come out of the recent London negotiations on convertibility of the industry's earnings in Britain, it seems to this observer, was Eric Johnston's statement last week that American motion pictures may be accorded a free and open market in the United Kingdom "within measurable time.

Harold Wilson, who as president of Britain's Board of Trade reflects his government's attitude in such matters, is in accord with Johnston that the ultimate aim of Anglo-U. S. film trading should be the establishment of an open market in Britain for our films. Free and open markets are an American aim. If Johnston has convinced British government officials in key trading posts of the ultimate wisdom of the policy, then he has performed a valuable service not only for the American motion pictures industry but for American trade in general, and for Britain, too.

It remains to be seen whether Wilson's agreement with Johnston will put production of new motion pictures should be an ultimate aim in Britain sits well with Wilson's ascetic superior, Stafford Cripps, Chancellor of the Exchequer, who, heretofore, has been such a staunch adherent of the administrative school which believes that most things must be accomplished by restrictive legislation.

As an interim measure, the proposed new remittance agreement with Britain appears to be wholly acceptable.

It is not to minimize the American industry in the event of failure to match past performance in investments in British production, as was first proposed. On the contrary, it is hoped that those American companies which, in the course of normal operation, find it advisable to produce in Britain or to distribute British pictures here.

The new agreement is not prejudicial to the interests of Hollywood labor. It does not put compulsion upon production companies to make up in English studies what might be, for example, in Hollywood. It merely rewards American companies for producing in Britain whatever ordinary business judgment would recommend being made there in any event.

Importantly, it sets no precedent for compulsory open market operations abroad which might be duplicated by kindred legislation in other countries of the world around.

Finally, the new agreement in principle modified the wholly unsatisfactory and trouble-breeding regulations of the so-called "P" pool arrangement of the original remittance pact. Under the provisions of the "P" pool, the industry could conceivably have worked out something which had not distributed any British pictures whatever, or only a minimum, a sharing of compensation by a few companies which took British pictures wholesale and distributed them here.

The new arrangement, quite properly, will reward only those individual companies which wear the badge of British distribution rights and which distribute British films in this market. The percentage which will determine the proportion of earnings above each such company's share in the basic $17,000,000 of convertible sterling, which will accrue from such investments in British production and participation in British film distribution, will be set.

The principle of such individual company ownership is, I am convinced, fair to American companies and advantageous to Britain.

The new United Artists' management has had but three weeks in which to work, hardly time in which to accomplish anything vital even on a pass judgment. Nevertheless, the impression created in the industry to date already is vigorous and immediate, largely because of the pursuit of new blood and viewpoints, the management has not spared men who have given their entire business lives to UA. Some of the original UA payroll have been men who had been with the company since its founding. Others had given a quarter of a century and more to its service. Some were given a week's pay, some two weeks', with their peremptory notices of dismissal. Several of them were ill; several in hospitals.

The company's new management has declared that its immediate policy is one of "first things first."

Many observers thought product for United Artists was a "first thing." Their confusion now stems from the current demonstration that "housecleaning" does not make the "old order" of American company standards disappear overnight. A much more constructive and comprehensive business plan is required to meet the situation as it now exists.

The situation is a form of "first things first." The confusion now stems from the current demonstration that "housecleaning" does not make the "old order" of American company standards disappear overnight. A much more constructive and comprehensive plan is required to meet the situation as it now exists.

Newsreel Parade

RUSSIA presiding at the UN and the war in Korea are current newsreel highlights. Other stunts include the "peace" rally in New York, the war news pool in the marine reserves called up and Joe Louis training. Complete contents follow:

MOVIE NEWS, No. 13—Ronald Reagan, with troops preparatory for Korean counter-attack, "Peggy" Russell, the glamorous girl students. Joe Louis training.


Skouras Hails Films, NT Sets Drive Date

Los Angeles, Aug. 6—Plans to launch National Theatres' long-awaited $150,000 "Movies Are Better Than Ever" campaign on Sept. 1 were unveiled today at a meeting of company presidents, presided over by Charles Skouras, NT president. The launching product from among all studios as "the best in industry history," Skouras said nothing stood in the way of better business that "hard work and a showmanship" could not overcome.

ELC Omaha Office

(Continued from page 1)

The resolution stated that many of the organization's members declare the ELC plan and funds do not conflict with further ELC pictures unless this is done.

New York, Bernard Kranze, ELC general sales manager, said the Omaha office was closed for reasons of economy for an experimental period that at the termination of the period it will be decided if it is advisable to reopen the offices or not.

NLRB-SAG

(Continued from page 1)

Friday at the NLRB office here.

Purpose of the elections is to "protect motion picture actors against an attempted jurisdictional raid by Television Studio Union." Meanwhile, John Larkin, Screen Writers Guild representative to the National Television Newsreel, left here by plane yesterday for New York to discuss contract terms with the Eastern branch.
...FLAGS OUT!
—to celebrate

31st ANNUAL
PARAMOUNT WEEK
SEPTEMBER 3-9

...LIGHTS UP!
—for its special attraction

HOPE BALL FANCY PANTS
Bob's Best Picture!
Color by TECHNICOLOR

...ON THE BEAM!
—for "the-best-show-in-town" trademark
to just about every screen in the land...
in an all-out booking record of great
Paramount features, news and shorts!
**Review**

**“The Black Rose”**

(Continued from page 1)

THERE is an element of production splendor throughout “The Black Rose,” a historical adventure drama, which 20th Century-Fox filmed in England and North Africa. Under a global release schedule, the two-hour film opened at the Demolito and various theaters in 25 countries in six continents during September and October.

Stars Tyrone Power and Orson Wells, the production has enough in it to satisfy all the fans of both actors. Good commercial showings. Despite these many sturdy merits, there are times, however, when the swashing drama is wanting in a more sustained pace. The vehicle also serves as the American debut for the American debut for the ultra polished British actress, Katharine Hepburn.

Set in the time of the Saxon-Norman feuds during the 13th Century, the story recounts the adventures of Power, the illegitimate son of nobility. When his half-brother leaves England to marry the king. Taking flight with Power is Jack Hawkins, and together they head for the legendary countries of the East seeking fortune, adventure and knowledge.

People who are fans of the 1933 film based on the Thomas B. Costain novel, and the two Englishmen in China is taken as a fulfillment of an old prophecy. Thus they are accorded every lavish need, but, however, they are kept in constant danger.

The final escape. Hawkins is killed, Miss Aubry disappears, and Power makes his way back to England, bringing him the knowledge of the compass and gunpowder. As a result of his exploits, Power is knighted and given Miss Aubry, a captive of Wells, is sent to Power in a gesture of admiration.

There are numerous exploitation scenes in the picture that are excellent and stand out. One objection to the film is made by Louis L. Lighton produced from the screenplay by Talbot Jennings.

Running time, 120 minutes. General audience classification. Set for September release.

**Truth Campaign**

(Continued from page 1)

The Department has 148 mobile units out now, Edwards explained, reaching an estimated 115,000,000 people yearly dead or alive. The screenings for half a billion people per year, he said the Department wants to purchase another 184 units at the cost of $4,500,000 for $528,000.

Other equipment bought from the 2,037,225 earmarked for equipment includes 2,318 magnetic projectors, 7,833 screens at $125 each (753,350), 463 converters, generators, transformers, etc., costing a total of $190,775, and $6,000 for projector projection centers at Manila, Bombay and Rome to cost $224,000.

Edwards did not go into detail on matters of cooperation with the commercial film industry.

During the hearings Mark Ethridge, head of a special Presidential advisory committee on interstate, intercity, and coast-to-coast cooperation, told the Congressmen there is a serious question still to be worked out. The question of cooperation between private producers and the State Department. He explained that private producers refused to book documentaries and educational films into theatres overseas because they fear they would lose at the box-office.

But, he added, “I understand that some discussions are being initiated between motion picture producers and the State Department in an effort at least to ameliorate that situation.”

**Lazarus, Jr.**

(Continued from page 1)

on Friday but will remain at his office throughout this week to see that the company having just been made, Lazarus has no plans for the future as yet.

Both Frank L. McNamee, new UA president, and Max Kravetz, corporate counsel, who has been taking a key role in the overhauling of the company, have had it known they were anxious for Lazarus to stay and expressed regret at his leaving.

Lazarus was appointed executive assistant to the president, Sears, in January, but not yet has been given the title he functioned largely as general sales manager under Sears. His responsibilities and duties further increased when S. B. Smith, who left 10 weeks ago and never returned to the company. Settlement of Sears contract is expected shortly.

Lazarus joined UA as director of advertising and publicity in 1943 following a post at Buchanan & Co. as motion picture account executive, and with Warners in advertising posts. A graduate of Cornell, he entered the industry with Warner in 1933.

**MPEA Trademark**

(Continued from page 1)

To mean that the Russians had given up all serious intentions of acquiring American films. Even though the action may be little more than a formality, the importance of one trademark revives some possibility that Russian movie moguls might yet have a say in the future market.

The film agreement negotiated with the Kremlin by MPEA president Eric Johnston nearly two years ago called for the purchase of 20 features in blocks of 20 for $1,000,000.

**Magazine Review**

Hollywood Moral; Crime Rate Low

Pointing out that the incidence of crime is 60 times greater in Kansas City and sex crimes 84 times greater in Hollywood, the August, 1939, issue of Modern Screen comes to the defense of the film capitol, and thanks God for ‐‐ a commercial USA report on the subject.

According to Lloyd Shirer, author of the article in the section headed “What Can Be Done?,” Hollywood’s “bad reputation” stems in a large part from cases publicized more than a score of years ago, such as the Gable scandal, the Lloyd and William Desmond Taylor murder, a Wallace Reid’s addition to morbidity. Actually, he writes, in the last years only 10 out of 15,000 actual have been involved in major scanda and, on the crime front, Hollywood has had only two murders and no prostitution cases since 1935.

In another article, Holda Hoppock states for unfavorable publicity on a handful of stars who are continually getting into trouble.

**Legion Gives Four Class B Ratings**

Four films have been given a classification—‘B’ ratings—by the Legion of Decency in part or all—the by the Legion of Decency. They are “All Quiet on the Western Front,” Reit River’s “The Purple Rose,” “The Parson’s Union Station,” Mammon’s “‘Tire Trouble,” RKO’s “Banco Squad” and 20th-Fox’s “TF Black Rose.”

**‘Petty Girl’ Star to Join Stage Bill**

Columbia will launch a nation campaign in behalf of its “The Pet Girl,” Ashmore There, from the Coast of Janis Carter, St. of the film, and four “Petty girl” The group will be part of the starring cast in the show, where “Petty Girl” will have its premiere on Nov. 17. Following their New York appearance, Miss Carter and the “Pet girls” will go on tour.

**Green’s RKO Bid**

(Continued from page 1)

Although has been more interested in film-making than exhibiting, and, in fact, already has informed a Federal Court here that he has decided to relinquish his interests in the film theatre company, when comes into being. Obviously, however, there is nothing to restrain him from doing so in both companies and, incidentally, taking a cut pro on his investment.

When Hughes acquired the RKO and the Associated Film Corp., about two years ago it was said he purchased the heritage of the company for $3,000,000. Now, he figures to sell for upwards of eight dollars for share of the common stock, probably amounting to a total of $8,000,000.
McDonald Assails Halpern’s Charges on Phonevision

Brisk Grosses At N.Y. Runs

Newcomers at New York’s first-runners this week showed considerable vitality while a number of holdovers sported ahead of the previous week’s gross. The box-office picture generally added up to a bright one, with managers crediting improved weather for much of the gain.

“My Friend Irma” at the Paramount, accompanied by Louis Prima’s orchestra, and George Formby, topped the top. Variety appearance and “Samson and Delilah” the film gave the house its biggest business in about a year. A reasonably good first week

Elec Tinianski CPI Board Chairman

Samuel Tinianski, head of New England Theatres, yesterday was elected chairman of the board of Cinerna Productions, Inc., which was formed by a number of nationally prominent circuit heads in company with independent producer Lester Cowan who will make the three-dimensional films in which the company will specialize.

At yesterday’s meeting, which was held in the offices of Century Circuit here, Cowan was named executive vice-president. The following, who had been named temporary officers of the new company, were made permanent officers: M. A. Lightman, president;

Reeves Takes Over Cinerama Process

Hazard E. Reeves, head of Reeves Sound Studios here, and associates have acquired control of the Cinerama process from the corporation formerly controlled by Laurence S. Rockefeller and Time, Inc., it was announced here yesterday. Fred Waller and W. French Gibbons, with Reeves, will continue as chief executive officers.

Plans for production of a film to utilize the process, which is said to be used in a dimensional effect by the use of a huge curved screen, have been set with Waller acting as producer. A showing on Broadway is scheduled for early in November.

Canadian Industry to Organize Its Resources in Case of a General War

Toronto, Aug. 7—In view of the threatening international situation, the Canadian film industry contemplates the organization of its resources to aid the country’s cause once more. In the last war, much work was accomplished by the Canadian Film War Services Committee, headed by J. I. Fitzgibbons, as its national chairman and comprising exhibitors across the country.

Said a spokesman for the Motion Picture Industry Council of Canada: “The Canadian film industry intends to do its part again in the event of a war. What a glorious part it played in the last war, doing an outstanding job in helping Canada’s cause!”

The chairman of the Council, formed last October at Ottawa to stimulate public relations on a cooperative basis is Famous Players’ president Fitzgibbons.

TOA, Favoring A WAC, Hopes For Agreement

To Seek Rebirth of Prior Effort at COMPO Meet

Theatre Owners of America representatives will enter tomorrow’s critical meeting here of the Council of Motion Picture Organizations executive board hopeful that an agreement will be reached on the question of setting up under COMPO’s aegis a war activities program.

This was indicated yesterday as TOA stalwarts revealed that the exhibitor organization, which has taken exception to the COMPO resolution providing for industry cooperation with the government through COMPO during the war emergency, is prepared to throw its full weight behind a program patterned after that which was carried out during the last war by the industry War Activities Committee.

TOA’s objection to the resolution, (Continued on page 7)

DuPont Increases Cost of Raw Stock 5%, Effective Now

WILMINGTON, Del., Aug. 7—Increasing costs of production have made it necessary to raise prices of nitrate motion picture film an average of 5.3 per cent, the DuPont Company announced today. The change is effective with shipments as of today.

Major types of film affected are nitrate release positive, which was increased from $11 to $11.50 per thousand feet, before taxes, and nitrate sound stock from $13.50 to $14.50 per thousand feet. Prices of safety stocks remain unchanged.

Bernhard Sees Pact This Week on ELC

Meetings scheduled for the latter part of last week between Eagle-Lion and Film Classics for the purpose of resolving merger difficulties were put over to this week.

Joseph Bernhard, FC president and board chairman of the de facto Eagle-Lion Classics, said on Friday that he (Continued on page 10)
Lippert Sets 12 Budget Is $2-Million

Hollywood, Aug. 7.—Robert L. Lippert’s company will produce 12 features for the new season on a total budget exceeding $2,000,000, which is the same amount allocated for the 1948-49 season, 3 years ago. The new product will include three in Cinecolor’s new three-color process, and all will run 70 to 90 minutes each.

Experience with “Baron of Arizona” and “Rocketship XM,” coupled with results of her successful big circuit and independent exhibitors, prompts this change in policy, according to Lippert, who contends the “out-and-out B” picture is fast losing its hold.

Announcement issued by the studio says “of its 12 forthcoming pictures, Lippert expects that at least half will turn out to be A pictures, but the company has decided to go accordingly.” That statement, the season’s product will be released at the rate of one per month, with concentrated sales effort on each.

Goldfarb to Leave U.A. on Friday

Robert Goldfarb has resigned as personnel and office manager of United Artists. “Goldfarb’s decision to retire shows the company is in accord with the new management,” a statement from the latter declared.

Goldfarb has been with United Artists for 14 years as assistant sales manager, assistant general sales manager, and assistant to the executive vice-president. Prior to his association with United Artists, he was with Columbia for seven years.

He will terminate his duties on Friday and after a three-week vacation will announce a new affiliation.

Loew’s Books ‘Men’ For Aug. and Sept.

Stanley Kramer’s “The Men” has been bought by all Loew’s key-city situations across the country through August and September, United Artists distributor, has announced.

With this booking, the film, now in its third week at the Music Hall here, has been booked into 50 key-city situations.

M-G-M Office Site Sold

Charlotte, Aug. 7.—The building occupied by M-G-M in Charlotte for the past 2 years has been sold by the Pyramid Life Insurance Company to an out-of-town buyer as an investment. There will be no change in the occupancy.

Approve Sunday Shows

Charlotte, Aug. 7.—The board of aldermen has voted to permit New Theatre to operate on Sundays from 1:30 P.M. to 11:30 P.M. for 9 weeks. The New has rented permission for 3 weeks, but has voted to permit New theatres to operate on Sundays from 1:30 P.M. to 11:30 P.M. for 9 weeks.

Motion Picture Daily Tuesday, August 8, 1950

Personal Mention

FOSTER M. BLAKE, Universal-International Western sales manager, left here last night for Chicago.

SAMUEL ROSEN, Fabian Theatres treasurer and vice-president, and Mrs. Rosen have announced the engagement of their daughter, Helen Norma, to Dr. Jacob Louis Yellin.

Mrs. Herbert Ochs, wife of the Cleveland drive-in circuit operator, has left St. Elizabeth’s Hospital, Dayton, and is convalescing at the Dayton home of her daughter.

JAMES E. SCOVILLE, pioneer Cleveland theatre executive, retired 7 years ago, is visiting that Ohio city from his present home at Tucson.

JACK BENNERT, RKO Radio Cleveland branch manager, and Mrs. Bennert are vacationing at Orillio, Canada, their former home.

SAMUEL P. CORNISH, manager of the Nectar Theatre, retired, and his wife, Mrs. Cornish are celebrating their 31st wedding anniversary.

FLORENCE CHAMBRELL has resigned from the Universal-International Atlanta exchange to join the Lippert office there.

DAVID H. COPLAND, International Film Distributors managing director, has returned to London from New York.

BERNIE MENSHEL, a partner of the Community Amusement Corp., has married Ida Senger of that city.

JERRY PICKMAN, Paramount assistant advertising-publicity director, returned here yesterday from the Coast.

HARRY SPANK, formerly with Film Classics at Atlanta, has joined Kay Exchanges there as a salesman.

ERIE STERN, Los Angeles film attorney, is here from the Coast.

KING VIDOR, director-producer, will sail from here today for Europe on the S. S. Queen Elizabeth.

ELEANOR GLOWER, purchasing agent at San Francisco for United Paramount and formerly a theatre manager in Cleveland, has been retired as manager of the St. Francis Theatre in that city.

FRED SCHANBERGER, son of J. LAWRENCE SCHANBERGER, owner of Keith’s Theatre, Baltimore, has been called into service as a captain with the Air Force.

JEFF LIVINGSTONE, head of advertising-publicity for Universal-International’s special films department, is in Cleveland and Columbus from New York.

JOHN B. TURNER, editor of Films in Review, has left here to go to Europe where he will attend the Venice Film Festival.

CHARLES THAIL, California Theatres executive manager, and Mrs. THAIL are vacationing in eastern Canada from San Francisco.

CHARLES C. MOSKOWITZ, Loew’s vice-president in charge of production, has turned from the Coast following studio conferences.

ED LUBE, Western Classics publicity representative, is in New York from Denver.

CLOUD STREET has become head booker for Reardon in Des Moines.

JAMES HENDRICK, M-G-M studio auditor, has returned to the Coast from Nantucket, Mass.

J. O’BRIEN, shipper at M-G-M’s Boston office, has been called to the armed services.

VIRGINIA KENNEY of M-G-M’s Cincinnati branch has returned to that city from New York.

Award for ‘No Way Out’

Linda Dornell, who is scheduled to appear from here on Tuesday, August 9, will be on hand day to help promote the release of her last film, 20th-Century Fox’s “No Way Out,” and will turn the picture over to RKO, Shourias, Randforce and Centre theatres here on Friday, Saturday and Sunday. The picture will be cited in a special award to be given by The New York Foreign Language Film Critics Circle.

Campaigns Against DST

CLEVELAND, Aug. 7.—Ernest Schwartz, president of the Motion Picture Exhibitors Association, states that about 2,000 petitions, each with 30 signatures favoring repeal, have been turned into the city council in a move to have the issue placed on the November municipal election ballot. Names of 25,000 registered voters in the last municipal election are required to put it up to a vote.

Critics Select ‘Arrow’

CLEVELAND, Aug. 7.—The Flame Film Critics Circle, whose members have just completed viewing this year’s crop, has announced that their first choice is “The Arrow,” a sequel to the local “Showmanship Drive.” Second choice was “73 West,” with “Forty Years Before Your Eyes” in third place. W. Ward March, “Plain Dealer”; Oscar Ranney, Press, and Arthur Spahr, Nuts, comprise the Film Critics Circle.

John Jarvis on His Own

Cincinnati, Aug. 7.—John Jarvis, former special sales representative for City Exchange, Atlanta, has opened a theatre in Woodstock, Ga., and the Dixie Booking office here.

Cincinnati Tent to Golf

Cincinnati, Aug. 7.—The annual golf tournament of the Cincinnati Variety Club is scheduled for Aug. 21 at the Summit Hills Country Club

GREATER MOVIE SEASON in Mich.

Lansing, Mich., Aug. 7—Endorsement of the period to Sept. 2 as “Great Movie Season” provided by Governor G. Mennen Williams in a letter to M. F. Wilson, manager of W. S. Butterfield Theatres, Inc., sponsors of the promotion. “At no time in our history has the entertainment and entertainment; been greater,” wrote Gov. Williams. “In this period the complex problems we all face have placed motion picture theatre in a vulnerable position in this respect. The continuation of high standards in the entertainment field is a goal which can only be achieved through the cooperation of all in the industry.

‘Panic’ Bow Honor

U.S. Public Health

WASHINGTON, Aug. 7.—Premier showing of Paramount’s “Panic in the Streets” at Playhouse Square here today, August 7, is the first time in three years that this honorable motion picture has been shown in Cleveland, and the last time for the life of the company in the United States.

To be attended by an all-ranks group of government officials, including cabinet members, and many foreign envoys, it is reported here. Oscar A. Kavin, Federal Security Agency head, Dr. Leonard A. Scheele, U. S. Surgeon General, and their wives will greet the distinguished audience.

Aid N.C. Safety Plan

Charlotte, Aug. 7.—The motion picture houses of North Carolina are taking an active part in promoting highway safety. One major traffic film has been distributed to the state’s more than 600 theatres, according to Cliff Pace of Chapel Hill, N. C., chairman of Gov. Kerr Scott’s advisory committee on highway safety.

NEW YORK THEATRE

RADIO CITY MUSIC HALL

Rockefeller Center

Marlon Brando — Teresa Wright

in STANLEY KRAMER’S

“THE MEN”

Released by United Artists

SPECTACULAR STAGE PRESENTATION

For Preview Performances Your Friends Will Be Enchanted with Our Handsome “YOUR FRIENDS COME GOES WEST” Window Cards.

“THE MODERNES”

PENNSYLVANIA STATION

LUND — CALVERT — LYNDON

MARTIN — LEWIS WILSON

PARK AMPHITHEATRE

PARK HILL

DAMPAR

FURNACE CREEK

Motion Picture Herald; Better Theatres and Theatres Sales, each published 15 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Film Encompassed as second class matter, Sept. 29, 1936, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, to the Americas and foreign; single copies, 85c.
Cabart Wins Suit Dismissal After Majors Had Sued

Los Angeles, Aug. 7—U. S. District Judge Leon R. Yankwich here has ordered the Appeal Court to vacate its decision and remand the case against Arthur Pinanski, president of the Screen Directors' Guild.

The court has ruled that a motion for a new trial had been improperly denied by the trial court, and remanded the case for further proceedings.

Pinanski was sued by the Screen Directors' Guild, claiming unfair labor practices and violation of the Taft-Hartley Act. The court has ruled that the guild had not presented sufficient evidence to warrant a new trial.

Pinanski was found not guilty of unfair labor practices, and the case was remanded for further proceedings.

MGM Color Schedule at Record Level

Establishing a new precedent for the number of Technicolor pictures in production, MGM is exceeding its own record set last year. The company has announced that it has more than 100 Technicolor features in production, compared to 90 last year.

The increase in Technicolor production is attributed to the success of recent releases, such as "Gone with the Wind" and "The Wizard of Oz." The company has also increased its output of Technicolor sound films, with more than 70 such films in production.

With the increased production, MGM is also expanding its Technicolor facilities, including a new Technicolor laboratory in Hollywood.

Arthur Hits Films For 'Intelligentsia'

St. Louis, Aug. 7—The "intelligentsia" type of film-goer never has supported the motion picture industry, never can be expected to do so, says Harry C. Arthur, president of Fanchon & Marco Theatres, who is making his way across the county, urging from city to city, with the aid of Michael Mankiewicz, president of the Screen Directors Guild.

Arthur wrote the blunt charge for declining grosses rests rather with producers who pander to the intelligentsia. The members of this class of film-goers, he declared, attend theatres perhaps once a month, or once in six months or a year if they note something that appears intelligently made. Not long ago, there are those who believe that the intelligentsia makes up the greater part of the audience for motion pictures.

But, continued Arthur, it is to this type that "we have catered in the production of the most sophisticated films. It is the people who wish to see something that is in the fallacious hope that he and his small group of fellow-thinkers will swell their attendance to an even more sizable figure.

Continued Arthur: "But what actually has happened? True, we received a few visits from this fellow. But at the same time, we completely disregarded our bread and butter fans—and drove them from our midst.

Instead of entertainment, we gave them doses of cerebral pathology, realism, sadism, illness, death and inter-racial relations—and we wonder why business is off!

Hallmark to Hold Three-Day Confab

WILMINGTON, Ohio, Aug. 7—While managers and executives of Hallmark Productions will assemble at the Mayfair Hotel, Buckeye Lake, for a three-day conference on Friday, General Manager Jack Thome, who will be present at the meeting, will include personal of the U. S. and Canada.

Jack Thome, Hallmark's president, will plan in from Los Angeles to attend the meetings. He will sparkly discussion on the company's advertising plans.

Tuesday, August 8, 1950

Urges Popcorn Film To Hop Corn Sales

Eldora, Ind., Aug. 7—Suggestion that a popcorn supplier or the Popcorn Association produce a film for theatre use was made in a public at a meeting in the latest bulletin from the Iowa and Nebraska Allied.

The bulletin said, "We urge the industry to consider the possibility of producing an educational film with a popcorn message that could be shown in the schools and at public gatherings."

New Ed Constantine

ATLANTA, Aug. 7—President Ed Stevens of Stevens Pictures, Atlant-ic City, N. J., has been elected general manager of the New Orleans branch. He replaces Bill Butt, who went to Dallas to direct sales and operations of the New Orleans branch.

Eldora, Ind., Aug. 7—Loeo Poli, new Poli-Neumann, has been elected to the presidency of the Allied Theatre Owners Association. The election took place at the annual meeting of the organization.

Loom Poli Meet on 'Black Rose' Plans

Managers of the Loom Poli-New England Theaters, headed by Harry F. Shaw, division manager, will meet with Louis Brown, publicity director, and Miss Dorothea, Loom Poli, New York executive, to lay out a selling campaign for 20th Century-Fox's "Black Rose" at the Colonial Beach Club, New Haven, Aug. 11. Stirring the "Black Rose" box office will be the national advertising campaign, with the picture set for a nationwide release.

Four TV Trailers for 'Sunset' Roll

Four television trailers will be used to promote "Sunset Boulevard," according to Max E. Youngstein, Paramount Film Distributing Corp. advertising director. The trailers will run 20 seconds and will run a full minute. They are offered as a package through National Screen Service.

Backs 'Bushel Basket' Film Deal Proposal

Eldora, Ind., Aug. 7—Leo F. Wolcott, board chairman of Allied of Iowa-Nebucks, has endorsed the Pacific Coast Conference of Independent Theatre Owners proposal that one or more of the distributors revives the "Bushel Basket" deal. The deal included a feature, comedy, shorts and newsreel once a week at a rental of $125.00 for the first 12 weeks.

Swoosn on Air for 'Sunset' Build-up

Following her 21-city tour in behalf of the film, Gloria Swanson is now underway with a schedule of radio and television appearances as part of the "Sunset Boulevard" campaign.

Miss Swanson has appeared on shows far and wide, and has been billed as "William Tusker in Hollywood.

Carnation Party" and "Steve Allen's program, all originating on the Coast.

Pinanski Elected

(Continued from page 1)

Fred J. Schwartz, treasurer, and Ben Blum, attorney for Pinanski, secretary,

Lightman reported that the meeting discussed "in general terms" a budget for the company's initial production, "The Customer Is Always Right," which Cowan is in the process of casting. The company is tied in with F.B.C. Corp., which will provide special cameras as well as colored glasses for use in viewing the picture when it is screened.

Dernoff, Aug. 7—Robert J. Lee, manager of the 20th-Fox exchange office in New York, was recently given by local employees on his 25th anniversary with the company. The office staff presented him with a silver money clip.
"20th has consistently led the field in the quality of its films...by verdict of the boxoffice."

—Time Magazine
PICTURES A MONTH!

OCTOBER

was... for...

no way out

MR. 880
One wonderful picture! One wonderful cast! Burt Lancaster, Dorothy McGuire and Edmund Gwenn!

TWO FLAGS WEST
Unfurling the banner of high adventure! Joseph Cotten! Linda Darnell! Jeff Chandler! Cornel Wilde!

NOVEMBER

ALL ABOUT EVE
All about the Sexes—and why there are Two! Bette Davis, Anne Baxter, George Sanders, Celeste Holm, Gary Merrill, Hugh Marlowe.

AMERICAN GUERRILLA IN THE PHILIPPINES
TECHNICOLOR
The Timeliest picture of the year! Tyrone Power and Micheline Prell—find romance and great adventure.

DECEMBER

FOR HEAVENS SAKE
TECHNICOLOR
That BELVEDERE Man does it again—for your sake! Clifton Webb, the Joan's Bennett and Blondell, Robert Cummings!

THE FIREBALL
The First drama of the Roller Speedways—the world's most dangerous sport! Mickey Rooney, Pat O'Brien.

I'LL GET BY
TECHNICOLOR
Dances by Haver; Love by Lundigan; Kisses by de Haven; Songs by Day; Trumpet by James, get it!

THE GUN
(Tentative Title)
The first picture starring Lee J. Cobb following his sensational "Death of a Salesman" B'way stage triumph!
<table>
<thead>
<tr>
<th>WEEK OF</th>
<th>COLUMBIA</th>
<th>EAGLE LION CLASSICS</th>
<th>M-G-M</th>
<th>MONO.</th>
<th>PARA.</th>
<th>REPUBLIC</th>
<th>RKO RADIO</th>
<th>20TH-FOX</th>
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<td></td>
<td></td>
<td>MANET</td>
<td>Louis Hayward</td>
<td>D-60 min.</td>
<td>(Rev.</td>
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<td>PIROUETTE</td>
<td>Nils Asther</td>
<td>D-64 min.</td>
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<td>July 2</td>
<td>June Releases</td>
<td>FORTUNES OF CAPTAIN BLOOD</td>
<td>Louis Hayward</td>
<td>D-61 min.</td>
<td>(Rev.</td>
<td>September Releases</td>
<td>SAILOR'S BLUES</td>
<td>Robert Walker</td>
<td>D-60 min.</td>
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<td>PENITENTIARY</td>
<td>Charles Starrett</td>
<td>D-65 min.</td>
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<td>DREAMS OF LOVE</td>
<td>Paul Henreid</td>
<td>D-65 min.</td>
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<td>HOODED AMEDE</td>
<td>Charles Starrett</td>
<td>D-67 min.</td>
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<td>HUSBAND AND WIFE</td>
<td>Robert Walker</td>
<td>D-60 min.</td>
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<td>TEXAS DYNAMO</td>
<td>Charles Starrett</td>
<td>D-69 min.</td>
<td>(Rev.</td>
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<td>SAD LADY</td>
<td>Joseph Cotten</td>
<td>D-60 min.</td>
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<td>ROGUES OF SHERWOOD FOREST</td>
<td>Charles Starrett</td>
<td>D-70 min.</td>
<td>(Rev.</td>
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<td>SILENT NIGHT</td>
<td>Robert Walker</td>
<td>D-60 min.</td>
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<td>LIGHTNING JIM</td>
<td>Charles Starrett</td>
<td>D-70 min.</td>
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<td>SONS OF SHERIFF</td>
<td>Robert Walker</td>
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<td>BEYOND THE BLUE RIO</td>
<td>Charles Starrett</td>
<td>D-75 min.</td>
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<td>SONS OF SHERIFF</td>
<td>Robert Walker</td>
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<td>711 OCEAN DRIVE</td>
<td>Charles Starrett</td>
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<td>SONS OF SHERIFF</td>
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<td>REINVigorating</td>
<td>Charles Starrett</td>
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<td>SONS OF SHERIFF</td>
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<td>SUGARDS DOWNTOWN</td>
<td>Charles Starrett</td>
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<td>SONS OF SHERIFF</td>
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<td>September 3</td>
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**Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: ITI (Theater).**
"High Lonesome"
(Afrak Productions—Eagle-Lion Classics)

A COMBINATION Western mystery and suspense melodrama, George Arthur Brown's picture stars John Barrymore and Oscar De La Renta in the role of "High Lonesome"—a unique title—is a splendid feature of its type, excellently photographed in Technicolor against the rugged and colorful Big Bend area of Texas. It can stand on its own on any type of program. Not only is its story compact and well told but its direction leaves nothing to be desired.

John Barrymore, Jr., does a good job as a pursued and beaten boy whose story of murder and threatening danger is scooped at by local ranchers. When he describes his assistance of the ranchers recognize them as two who were killed in a range war 15 years before. Other murders occur and Barrymore is suspected until he is instrumental in cornering the real murderers, bent on revenge. Chill Wills, a cook, and Raus Ruydsad, owner of the ranch, are two who partially believe the boy's story and thus protect him from a hanging, while Lois Butler and Kristine Miller as ranch girls, lend some romantic interest to the tale, which was written and directed by Alan Lernay.

Running time, 81 minutes. General audience classification. For September release.

"County Fair"
(Paramount)

HOLISTIC entertainment for the entire family is here provided in a pleasant tale about county fair harness racing and homey everyday people settings. There is a wealth of warmth and a color to a film that should prove welcome to harassed exhibitors.

The principal players, Florence Bates, Rory Calhoun, Jane Nigh, Raymond Hatton, Edna May Oliver, Roris and Howard McNear, will be promoted by showing the things your friends would do, and the script, by W. Scott Darling keeps them in character as well as both as to deed and dialogue throughout. Miss Bates plays the matronly owner of a harness stand, Miss Nigh the daughter who chooses between her suitors, Calhoun and Douglas for the horse owner down on his luck whose monetary misfortune is the concern of all. Horse owners get together on a plan to save everybody's job in the plan success of this will save the horse's body, including the owner's. It's a Jeffrey Bernier production, directed by Walter Mirisch and directed by William Beaudine, and a mighty pleasant piece of business it is.


TV-Electronics Meet Here On Emergency

Reservations for the Theatre Owners of America "Mid-Convention Convention," held at the Shamrock Hotel, Houston, Oct., 30-Nov. 2, have been received from 210 members and representatives of the different divisions. TOA, director Gae Sullivan announced this yesterday. He said the 210 tickets were issued by invitations received at this date for last year's convention and indicated a capacity for the occasion.

Exhibition space has been arranged for in the Hall of Exhibits, adjoining the Shamrock, with 12 booths available for equipment and accessory exhibitors.

Bar from Boston, and its executive director, Rato Gua, Nef, D. Devi- net, COMPO president, will preside. Other members of the executive committee include: T. V. Rem- busch and Nate Yannis, Allied; Harry Brain and Max A. Cohen, TJOA; Lee O' Breen and Oscar Dobrak MPMTA; William F. Rodgers, MPMA; Art Arthur and Roy M. Bruner, MTA; Robert C. Beecher, William Graper, PCCITO; Ellis G. Arnett and Robert J. Robin, SIMPP; W. B. Green and Martin Ogleby, Trade Publications, Robert Donnell and Marc Wolf, Variety Clubs.

HOLLYWOOD, Aug. 7—Motion Picture Industry Council chairman Robert Breuer and executive secretary Art Boatner are planning to attend the unrivalled complete Catalog of the musical of "Mr. Rogerell, Screen Directors Guild vice-president, when they attend the The Theatre Owners of America meeting in New York Wednesday.

RCA Shows Color TV Over Coaxial Cable

In an experimental transmission from Washington, RCA demonstrated for the first time yesterday that its all-electronic color television system can use standard coaxial cables to carry programs from point to point over long distances. RCA simultaneously showed how ultra-high-frequency coaxial cable is employed to extend coverage from television stations.

During the demonstration, color signals from a special program originating at the studios of NBC's television station WNBNW, Washington, were transmitted along 200 miles of coaxial cable to NBC's station WBTN, New York. The signals then were put on the air in both VHF and UHF frequencies.

RTMA Protests TV Excise Tax Proposal Before Senate Unit

WASHINGTON, Aug. 7—Contending that the proposal of the Treasury to extend the 30 per cent radio excise tax to television broadcasting is "unfair and contrary to the public interest," the Radio-Television Manufacturers Association today wrote the Senate Finance Committee requesting the opportunity to present the committee with the arguments of the association to appear in opposition to the proposal.

The RTMA position was made known in a letter to Walter F. George (D., Ga.), chairman of the Senate Finance Committee, by the Radio-Television Manufacturers Association committee chairman Allen B. DuMont and vice-chairman A. M. Freeman.

Emphasizing television's important place as a communications service in the national defense program, RTMA urged that the proposed excise tax on radio and television equipment be limited to the sale of new equipment.

It was pointed out that the use of television is not only in the national defense program but that "it is essential to the national welfare and security and to the public interest." RTMA contended that the proposal is discriminatory and unfair to the legitimate users of television and would place the nation's service-oriented television industry at a disadvantage.

"A" moves in their homes.

"It is the considered opinion of Mr. S. M. Zuckerman, who has not seen television is approved as a regular commercial service and is put into general operation, that as the number of television receivers increases the revenue which may be expected to be produced by Televisor will ultimately far exceed the total box office of all the motion picture pictures in the United States. It should be borne in mind, of course, that Television has not been approved and that the fact that the Federal Communications Commission has authorized the Television limited commercial test in Chicago is not to be considered as an indication that it will be granted when and if and if it is granted.

"If the public feels that Television will be such an important factor as it is because, I am wondering why the various associations of motion picture exhibitors are opposed to the development of the medium for its own families and in some instances, have indicated an intention on the part of the exhibitors to retaliate against any producer who does not use the picture for that purpose."

"For example, the Federal Communications Commission of the AT&T of States Association of Motion Pictures, is quoted in the April 8 issue of the Motion Picture News saying the following: The exhibitors, rather than being the in the public interest, present to their business. Any producer who holds film to the Federal Laboratories and a special Commission's decision to reflect the acceptance of the pictures by regular theatres."

"This is all this time what is being said on numerous occasions. Televisor is not a threat to the public interest, the threat is that of the present type of conventional television. Televisor, on the other hand, if it should be allowed and put into commercial use, will provide the revenue to motion picture producers which ordinary television is taking away from them."
THE BRAND OF GREATNESS IS ON PARAMOUNT'S

THE FURIES

A

HAL WALLIS

Production...which Boxoffice says:

"will thunder its way into history alongside 'The Covered Wagon,' 'Cimarron' and other all-time top grossers!"
SIEGE OF THE STRONGHOLD.
"Something to grip all moviegoers. A truly great saga of the west. Its draw should be tremendous!" says Showmen's Trade Review.

THE TAMING. "Expertly put together by Hal Wallis," says Variety. And the romance between Barbara Stanwyck and Wendell Corey is headlined "torrid and volcanic" by Boxoffice.


MAN AGAINST WILD BULL.
All critics—from trade papers to national magazines—are praising what the Hollywood Reporter calls "Walter Huston's great valedictory performance."

THE BETRAYAL. Another sock sequence in this drama of badlands and bandmen that inspired Film Daily to say: "Hal Wallis had turned the boxoffice trick again! Has strong appeal."
UK May Aid French, Italian Distribution

LONDON, Aug. 7.—British Film Producers Association has held meetings with representatives of both Italian and French producers to examine the possibilities of aiding the marketing of the latter's product here, under reciprocal arrangements which would enable the RAF to assist in the Italian and French markets.

No definite commitments have been entered into but BFPAs gave informal assurances that it would endeavor to secure wider showings here for the films and would "assist" the Italian producers concerned to get films of good standing, BFPAs said.

Freda Alery, BFPAs public relations representative, said they propose to set up one or two more distribution companies in this country. It is likely that BFPA's practical assistance to the new concerns will be confined to the provision of storage facilities.

Kodak in England Promotes Spencer

ROCHester, N. Y., Aug. 7.—Appointment of Dr. Douglas A. Spencer as a deputy managing director of Kodak in England and France has been announced by London by Ernest E. Blake, chairman of the board, the company disclosed here today.

Dr. Spencer was also elected to the board of directors of the Eastman Kodak subsidiary.

With Kodak Ltd., since 1939, Spencer aided in the reorganization of the company's research activities that year and later was placed in charge of the research contacts with the government.

See Allport

(Continued from page 1)

PRELIMINARY DISCUSSIONS concerning probable American production here under the new pact have been held but no formal meeting of the technicians' committee has been held yet.

Meanwhile, M-G-M is said to be considering the production of five pictures here and Paramount four under the new provisions.

British exhibitors are generally enthusiastic over the anticipated return of the American producers, but now that the abandonment of the American's unit booking plan here under the new agreement is threatened, certain of the American companies oppose its ending, a majority is believed ready to cancel it.

Seven-Week Old British Film Concern in Debt, Ready to Fold

LONDON, Aug. 7.—Launched seven weeks ago with a Ritz Hotel champagne party here, and ostensibly under the direction of the late Sir Thomas Scott and his son, Lord Carnegie, Carnegie Films, Ltd. is to close down with indebtedness estimated at £500,000 to £600,000 (approximately $1,000,000 to $1,200,000).

The company's first film, "Dangerous Meeting," starring Michael Redgrave and Jilt Luck, with scenes shot on the French Riviera, the outfit has been brought back with about 20 minutes of film, leaving behind it falls in the neighborhood of $5,000 and hostages in the persons of the production manager and his assistants.

Lord Scott said he had bought stock in the company and advanced "pre-production expenses" so did Derek Tinker, Yorkshire mill-owner.

Scott said that the management had approached them in regard to formation of the company.

"The public are discriminating to an increasing extent in their choice of films and the only satisfactory way of arresting the downward trend is by way of better films," Sir Philip said.

Good Films Get Results

"Even in the Greater London area, which is one of the largest in the world, down by a greater percentage than in the rest of the country, the results on the really successful films were satisfactory," he said.

Harold C. Drayton, chairman of British Lion Corp., forecast a further loss to the company of £80,000 to £100,000. He maintains that the entertainment tax is strangling the industry.

"In my view," he said, "if film production is to go on in this country, they should believe it is about one of the big industries of the world, then it is necessary that the industry should be fought on a big basis whereby it can compete with a chance and success against competitors, the film producing companies of the U. S.

Cities High Tax

THE fundamental difference between these two pictures is that at the previous meeting, and that the production of a series of films, and then that they (E-L) are beginning to see the light of day.

The long-standing negotiations between E-L and a studio which has been stymied by failure to agree on fundamentals regarding French producer commitments and dispositions of that company's stock.

Refers to Kaufman Suit

Bernhard's reference obviously was to Kaufman's having secured permission from New York Supreme Court to sue E-L, and its parent company, Pathe Industries, for failure to perform in connection with the original agreement.

MacMillen was out of town yesterday. His absence was identified as a vacation, or part of his regular summer vacation, which he has been taking piecemeal. He would return to London for talks with FC's representatives, however, it is understood.

Yesterday Kaufman made a motion before the court for an order directing that he be authorized to continue the business of FC for a period not exceeding 90 days from June 29. Judge Edward N. Nashman took the motion under advisement.

A public auction will be conducted today by Arthur Albert & Co. to sell office furniture and equipment.

Brandt-RKO

(Continued from page 1)

MARK TERRY, RKO's general manager, plan to remain here until the continuing negotiations reach a decisive stage, one way or another. The company is believed to have in the neighborhood of more than $8,000,000 for the 929,200 shares of theatre stock to be issued in the event of the reorganization of RKO next Jan. 1.

Despite the confirmed interest of Lawrence Green, with "The Man Who Came Back," Stock's last important film, and of the recently ardent interest in the RKO picture company, following divestiture, it has been stated that sales have been opened yet nor has a formal offer been made. Indications are, in any event, that Henrietta Scolnik, in charge of the current negotiations, will Brandt before embarking on the offer.

The most observers discount the likelihood of Hughes selling his picture company stock, especially in the event the deal with Brandt is consummated.

N. Y. Grosses

(Continued from page 1)

gross is seen for "Edge of Doom" at the Astor. At the Victoria, "O. Very Own" is expected to take $28,000, which is very big, in its second week and setting up an initial strong gross of $33,000.

The new tenant at the Strand, "Kl Thursday," pulled up $5,000 Friday through Sunday, with an $65,000 indicated for the No. 1 week.

Tony Harper heads the Strand stage show, "Panic in the Streets," with France Langford and the summer ice cream on the stage.

"Matinie on the Bounty" and "Deaf and Dumb" caused a takings of $16,500 in the reissues' combination fifth week at the Globe. TF began a ball after the second week.

Also picking up momentum over the previous week was "Destiny Moon," which was headed for an estimated $18,000 in a good sixth week at the Mayfair.

At the Rivoli, "The Underworld Story" seemed to be making a solid week with an estimated $9,500, "No Way Out" opens Aug. 16. It is head line at the Sinclair, "Annie Get Your Gun" was held for $15,000, a marked pickup from its first week's $10,000.

"Three Little Words," "Young, So Bad" in its third week, the Criteria was holding up fairly well an estimated $10,000.

"All Quiet on the Western Front" is holding for a first-rate 2nd week $10,000 while the second week at the Park Avenue, after first week's $11,000.

Campbell Loses Daughter

CLEVELAND, Aug. 7.—Alice Laura Campbell, three-month-old daughter of RKO Radio producer Gordon Campbell, died suddenly in Cincinnati where she and her mother were visiting.
It's News... when PETE WOOD passes out Orchids!

Yes, we're moved to express our gratitude, when the brilliant pen of our industry's keenest critic and champion, pauses in its caustic comment on the ills and problems of show business, to drip a little honey, in our direction.

True, the comment is bitter-sweet . . . but that's because PETE is fair . . . and we're not perfect. That's what makes the orchid most welcome . . . that PETE WOOD, ever-ready to criticize and condemn, in behalf of the exhibitors he so ably represents, is fair enough to reward sincerity of purpose, with unbiased comment.

Thanks, Pete! We think that two complaints among all your members, is pretty good, too . . . BUT . . . we'll try to bat a THOUSAND in the future!

The Prize Baby

The Independent Theatre Owners of Ohio

SERVICE BULLETIN

July 7, 1950

#470

FOR INFORMATION OF MEMBERS. PLEASE READ AND PRESERVE.

AN ORCHID TO NATIONAL SCREEN SERVICE

In our bulletin No. 466 of June 19 we suggested that members inform us, in writing, of any complaints they might have against National Screen Service with respect to prices, bad service or condition of material.

To date, two written complaints have been received, and if this indicates the type of service being rendered by them we extend our hearty congratulations to N.S.S.

The two complaints received have been sent to the Chairman of the National Allied Committee handling this matter.

A LETTER FROM CHERRY VALLEY

It's certainly refreshing to receive the following letter.
First, "Cinderella"; then "Treasure Island", and now, "Beaver Valley" —

**THE SENSATIONAL TICKET-SELLING SHORT FEATURE!**

“Novelties of this kind are the kind of tonic the boxoffice needs.” — Hollywood Reporter

“Thirty-two minutes of Technicolor wonderment.”
— Daily Variety

“Delightful, refreshing entertainment. The audience should greet it with avid delight. There should be more like it.”
— Film Daily

“The legions of fans who fondly remember ‘Seal Island’ will be eager to see it... As a companion piece to a feature, will add a great deal of class.”
— Boxoffice

“Beautifully told in color, sound and music, and with a good dramatic pattern, this short feature should command attention.”
— Variety

“The photography of wild life has probably never been equalled...”
— M. P. Herald

“An unusual, and, in many ways, an extraordinary subject and a notable follow-up of ‘Seal Island’.”
— M. P. Daily

“A spectacular collection of animal shots in natural habitat... Should prove a great hit.”
— The Exhibitor

Running Time, 32 Minutes

**Walt Disney**

**A TRUE-LIFE ADVENTURE**

**Beaver Valley**

*Print by TECHNICOLOR*

Distributed by RKO RADIO PICTURES, INC.
**MOTION PICTURE DAILY**

**New York, U. S. A., Wednesday, August 9, 1950**

**Ten Cents**

**COMPO Meet Today Holds Key to Future**

**Critical Decisions Face Board on War Activities**

Any one of three distinct possibilities can shape the destiny of the Council of Motion Picture Organizations as a result of the COMPO executive board meeting which will convene here today at the Hotel Astor and perhaps continue tomorrow.

The three possibilities, as envisaged by members of the executive board, are:

(1) Theatre Owners of America retention, at least temporarily of the COMPO resolution which it has here-fore opposed, namely, that industry cooperation with the government during the present war emergency can be handled through COMPO under a plan specified in the resolution.

(2) Acceptance of the other nine COMPO member organizations of TOA's recommmendation, which will be made today, that the resolution be abandoned in favor of a program plan. (Continued on page 5)

**Meet to Streamline U. S. Sales Policy**

A full-scale “re-vitalization” of United Artists' sales policy will be the outcome of a series of meetings, now being held in New York by Frank L. McNamee, president of the company, with Fred M. Jack, Western and Southern general sales manager, and Nat Nathanson, Eastern-Canadian general sales manager, it is said. Jack and Nathanson will complete plans for the re-activation of all sales campaigns for UA's late summer, fall and winter releases, coupled with a “down-the-line" program to re-establish all UA sales personnel.

**Palsy Benefit Set By Hope for Aug. 25**

Los Angeles, Aug. 8—Plans for one of the biggest benefit shows ever to be put on in Southern California have been announced by Paramount star Bob Hope, in his capacity as national chairman of the United Cerebral Palsy Association. Such top stars of motion pictures and radio as Gene Tierney, Betty Hutton, Dinah Shore, Dan Dailey, Danny Kaye and others will appear.

**Business Upturn Noted on Wide-Scale; Feel Box-Office Turning Point Reached**

A substantial and general upturn in business has been in progress throughout the industry for the past several weeks, leading industry executives to feel that the turning point from the protracted decline in theatre attendance. The improvement was noted by Spyros Skouras, 20th Century-Fox president, at his press conference here yesterday. Leonard Goldenson, president of United Paramount Theatres, commented that the improvement has been general and may be symptomatic of a trend. Other distribution and exhibition figures held similar views.

**20th-Fox Sets Start-of-Show Policy on ‘Eve’**

Theatres Must Agree to ‘Scheduled Performances’

A policy of scheduled performances, with admittance limited to those who purchase tickets in advance and arrive at theatres before the start of the feature picture has been set by 20th Century-Fox. All engagements of its forthcoming release, "All About Eve," Spyros P. Skouras, president, announced at a press confer-ence here yesterday.

The policy will be inaugurated at 20th-Fox’s Broadway showcase, the Roxy, with the premiere opening of the picture in October. It will be followed up at openings a week later in National Theatres' first-runs and in all other theatres which buy the picture.

**‘Big 10’ TV to U. P. Theatres**

Prospects of closing the Harry Brandt deal for acquisition of Howard Hughes' 24 per cent controlling interest in the post-divorce RKO theatre company remained in status quo following a lengthy meeting here yesterday.

A spokesman for one of the principal told Motions Pictures Daily last night: "We are still in agreement on terms. There is the same likelihood of a deal as before. There is the same interest on both sides. In short, there has been no change in the situation."

The spokesman added that complications arise from the fact that

**FCC Seen Prone to Keep Film Companies Out of TV**

Washington, Aug. 8—There is mounting concern in industry circles here that the Federal Communications Commission may shortly adopt a policy of keeping film companies from television on the ground that the two services are competitive and it would not be in the public interest to have the same parties operating both.

It is authoritative reported that this is the feeling of a majority of the FCC—but the difficulty is that pronouncement of such a position would immediately open the Commission to pressure for adoption of a similar policy with regard to licensees of radio stations.

There is a chance the Commission

(Continued from page 4)

(Continued on page 6)

(Continued from page 6)

(Continued on page 6)
Some time before sun-up on Wednesday, Aug. 9, in New York and Wytheville, Va., the 20th Century-Fox will be host to the press at a Hunt Breakfast at the Monty Salmon Roast. By Rivoli rendezvous where Linda Darnell will sell the sale of tickets for the 20th Century-Fox, will be host to the press at a Hunt Breakfast at the Monty Salmon Roast. By Rivoli rendezvous where Linda Darnell will sell the sale of tickets for the French premiere of "No Way Out".

The gastronomical Monty is known to be an assessor of kippers, kidneys, yams, scraple, sausages, and bacon, and is abetted by Master of the 20th Century-Fox, Dave Goldberg.

Seek Liquidation Of UJA Pledges

Fred J. Schwartz and Sam Rosen, Joint chairmen of the New York announcement, June 16, of the United Jewish Appeal, announced here yesterday that following a meeting of the general executive committee of the UJA that it was decided to be instituted the hasty collection of pledges.

The chairmen made it clear that the collection has been progressing very satisfactorily, with the single exception that cash redemption of pledges has been coming in slowly. Emphasizing the need for immediate money in hand, the chairmen appealed to those who have not yet pledged to redeem them in cash, and to those who are contemplating pledges to do so by noon Tuesday, in order to permit the needed additional pledges to be submitted along with their pledges.

Promotion Starts For 'Pretty Girl'

Hollywood star Janis Carter and "Pretty Girls" Shirley Ballard, Barbara Freking, Dorothy Abbott and Mona Knox will arrive in New York tomorrow to start a two-week tour of the Loew neighborhood theaters to inaugurate a national promotion campaign for Columbia's "The Pretty Girl." In each city, the four girls will highlight the stage show at the Capitol Theater Thursday at 9 p.m., after which the film opens at the Broadway house.

A series of 13 preliminary contests will be held on the Capitol stage every evening for two weeks and 10 girls will be selected to appear nightly. A winner will be selected each evening by the audience and the night's winner, "The Pretty Girl," will be selected in the finals on Aug. 30.

New Benchley Book


Screenwriters with the 20th Century Fox, will host the press at a Hunt Breakfast at the Monty Salmon Roast. By Rivoli rendezvous where Linda Darnell will sell the sale of tickets for the French premiere of "No Way Out".

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"Gene dear, I thought the Preview of our 'SUMMER STOCK' at the Picwood Theatre in L.A. was a riot, but I hear the folks at Loew's 72nd Street Theatre in New York literally tore down the house. I'm so grateful to the American public for the flood of fan mail they've been sending me expressing their affection, and now Gene, they've welcomed 'SUMMER STOCK' with open arms."

"Judy darling, we've got some stiff competition this summer with all those big M-G-M Technicolor musicals 'Annie Get Your Gun', 'Duchess of Idaho' and 'Three Little Words.' But wait till you read the trade paper raves about our 'SUMMER STOCK.' And the Preview got the highest rating of any N.Y. neighborhood theatre survey ever made by The Film Research Bureau."

M-G-M presents JUDY GARLAND • GENE KELLY in "SUMMER STOCK" • Co-starring EDDIE BRACKEN • GLORIA DEHAVEN • MARJORIE MAIN • PHIL SILVERS • with Ray Collins • Color by TECHNICOLOR • Screen Play by George Wells and Sy Gomberg • Story by Sy Gomberg • Music by Harry Warren • Lyrics by Mack Gordon • Directed by CHARLES WALTERS • Produced by JOE PASTERNAK • A Metro-Goldwyn-Mayer Picture
Kane Reports Move In No. Central Area To Hike Admissions

MINNEAPOLIS, Aug. 8—Back from an American States meeting in Chicago and North Central Allied parleys in New Rockford and Fargo, N. D., Stanley Kane, NCA executive counsel, reports here that "outstate exhibitors are showing a strong feeling" toward an increase in admission prices to meet rising cost of theatre operations.

Kane said that opinions voiced at the two North Dakota meetings were that exhibitors are not being "paid fairly by customers for what the theatre owner has to pay for entertainment."

Costs have been soaring steadily "all along the line," was the complaint relayed by Kane, who pointed out that outstate film shipments alone cost the exhibitor an average of $15 per show.

"Right now is the time to put through a much-needed increase in the admission scale," was the exhibitors' opinion, Kane added. They have urged NCA to act in this respect. North Dakota showmen want the average adult price of 50 cents increased to 60 cents, it was said.

'Voice' Will Have 62 'Sneaks' by Aug. 22

With five screenings held on Monday and Tuesday, 10 additional theatre trade showings of M-G-M's 'The Next Voice You Hear,' will be held today. All of the 62 originally-planned theatre trade showings will be completed by Aug. 22, with one scheduled tomorrow and two the following day. Next Monday there will be 13 showings throughout the country, followed by 10 the next day. On Aug. 16, there will be eight, on Aug. 17, six, and on Aug. 21 and 22, one for each day.

The Dore Selby production has not been given a definite release date yet but will open Aug. 15 at Loew's in New York, and two days later at Loew's Valentine, Tokyo, as test runs. This film and "Annie Get Your Gun" and "Stars in My Crown" are being given special handling.

Reviews

"Dark City"

(Parramount)

A NOVEL plot idea is given a polished production treatment in Hal Wallis' melodrama, "Dark City." With Elizabeth Scott and Viveca Lindfors in the feminine leads, the film also presents Charlton Heston in his screen debut.

There is a rugged appeal to Heston which suggests a promising screen career. The screenplay is taut and briskly-paced, all of which should assure popularity among patrons.

In an atmosphere of gambling and petty underworld activity, the story gains momentum following a crooked card game in which Don DeFore is reeled in by everything, and as a consequence, he takes his life. Thereupon his brother, a psychopathic killer, vows vengeance on those who took part in the game, including Heston, Ed Begley and Jack Webb.

Miss Scott is presented as a torchy nightclub singer in love with Heston and urges him to find himself. In time Begley is murdered and a grip of fear tightens around the remaining two. Suspense throughout the picture is heightened by the fact that the murderer's identity is not disclosed, the only clue to him being a dark ring he wears. Next Webb meets his death and it becomes a desperate game on Heston's part to unravel the identity of the killer. In the meantime Heston has met DeFore's widow, Miss Lindfors, and falls in love with her, creating some triangular romantic complications.

As the film races to its exciting climax, two questions dominate: Will Heston be able to outwit the killer closing in on him, and if so, which woman will he wind up with. The ending is a happy one in which he is seen in Miss Scott's embrace.

Acting is adequate all around, with other satisfactory support coming from Dean Jagger as a detective and Henry Morgan as a gambling-world barker of good instincts. William Dieterle directed, from a screenplay by John Meredith Lucas and Larry Marcus.

Running time, 97 minutes. General audience classification. For October release.

MANUEL HERRITSMAN

"Streets of Ghost Town"

(Columbia)

A LIVELY Western of standard caliber, "Streets of Ghost Town" goes in quite considerably for flash-back recitation of its story, and handles that technique, under the direction of Ray Nazarro in better fashion than many a more ambitious production. With Charles Starrett in the top role and with such reliable's as Smiley Burnette, Stanley Andrews, George Chesebro, Frank Fenton and Osie Watters and his Colorado Rangers in support, it should be apparent immediately to exhibitors who rely on formula Westerns that this one has what it takes to keep the customers happy.

Starrett, his timid side-kick Smiley and Sheriff Andrews emerge at once as seekers of a million dollars in loot that was buried somewhere in a frontier ghost town by a notorious bandit, now blind, who came into possession of the treasure by double-crossing his cohorts. Of course, the deceived bandits too are looking for the loot, and that means plenty of fighting and conspiring to put Starrett and his friends out of the way. But the latter win out ultimately, although not without the aid of the dashing Durango Kid, who is Starrett's disguise.

Barry Shipman's screenplay is well constructed notwithstanding the occasion strain it puts on credibility. Colbert Clark's production measures up satisfactorily. Others in the cast are Mary Ellen Kay, Don Reynolds and John Cason.

Running time, 54 minutes. General audience classification. For August release.

CHARLES L. FRANKE

Judge Orders Volks To Show Income Tax, Other Records

MINNEAPOLIS, Aug. 8—Major distri- butors won another round in their percentage suit against William and Volks, independent theatrical op- erators here, when the Federal Court granted a motion for additional inspec- tion of the Volks records, including Federal income tax returns.

Judge Gunnar H. Nordqvist, who had previously ordered the Volks' books open for inspection at the request of the majors, granted the new order on the basis that certain records had not been produced.

The distributors' charges of fraudu- lent under-reporting of receipts from films sold on percentage are a count- er claim to a suit filed by the Volks against the companies asking for film contracts to be declared illegal be- cause of alleged price-collusion and other anti-trust law reputed violations.

Brandt-RKO

(Continued from page 1)

Brandt's Trans-Lux Corp., is buying something Hughes cannot deliver until after Jan. 1, namely, the stock in the still non-existent RKO theatre company. Brandt is prepared to make a commitment now for the exchange after Jan. 1. Hughes, in turn, needs to be sure any commitment given now will be backed by cash.

The problem is in the hands of lawyers for both sides and if they succeed in working it out the deal can be closed as of that moment, a principal said. He declined to predict, however, how much time the legal work might require, assuming it could be worked out in a fashion acceptable to both sides.

Brandt, with Kuhn, Loeb and Co. backing, has offered in excess of 88- 000,000 for Hughes' 929,020 shares in the RKO theatre company.

Set Palsy Benefit

(Continued from page 1)

Thomas, Jimmy Wakely and June Russell are the vanguard of personalities who will appear in the show in the Hollywood Bowl on the night of Aug. 25.

Hope, who is producing and organiz- ing the affair, will be master-of- ceremonies. He has been instrumental, along with Leonard Goldenson, presi- dent of United Paramount Theatres and national president of UCPA, in raising thousands of dollars throughout the country for the Association.

OUR INDUSTRY HAS

THREE SECRETS

TO BE PROUD OF!

FOR A BETTER VACATION! It's the CAMPUS, of course, NEW DELUXE CABINS and COTTAGES FINE CAMPING A SNACK BAR A MEAL...GOLF...TENNIS...SWIMMING...RIDING...TROUT FISHING...GAMES...MOVIES...STAGE SHOWS and OUR NEW CAMPUS PLAYHOUSE.

THE CAMPUS, Bushkill, Pa.

IN THE PoCONOS Phone: Bushkill 31
COMPO Meet Holds Key

(Continued from page 1)

termed after that which was judicially by the World War II industry War Activi-
ties Committee.
(3) A compromise embodying fea-
tures of each of the two points of
view.
If, however, TOA is unwilling to
in the resolution adopted
by the other nine charter members
representatives on the COMPO board,
and if neither possibility two nor three
materializes, the big question then will be:

TOA Poses Question
Will TOA withdraw from COMPO,
and, if so, will COMPO continue
to operate without TOA?
Members of the executive
board yesterday expressed seri-
ous doubt that the solidarity
of united screen labor
will be endangered, their
opinion being that the
meet will resolve satisfac-
tory problems. As the
results, the differences that arose over
the resolution at last month's
board conference.

One board member representing one
of the nine COMPO members that
voted against the resolution con-
yected yesterday that if TOA should choose to
bolt the all-industry organization it
would not mean the break-up of
COMPO. He recalled that TOA
assumed the role of a dissident at the
COMPO organizational meeting in
Chicago, and reminded that the exhib-
tor organization “came along” finally.
He was of the opinion that TOA
would “go along” this time.

Would Offer ‘Full’ Support
The resolution adopted by the
nine provides, among other things, that Ned
E. Depinet, COMPO president, be
authorized and instructed to
make a communication to President
Truman offering him as Commander-in-Chief
of the U. S. Armed Forces, the full
cooperation in the present crisis of
the organizations which are charter
members of COMPO and “representative
of the American motion picture indus-
try.”

One purpose of the meeting
today is to enable Depinet to
follow through on this authori-
tization, to which is added the
authorization to send similar communications to various gov-
ernment officials whose activi-
ties are directly and impor-
tantly related to the current
ris. This latter authorization is to be exercised by Depinet
in his discretion.
Depinet is authorized by the resolu-
tion to establish direct contacts with
Federal departments and bureaus in
line with an industry war effort.
To this TOA has objected on the ground
that a “rat race” of confusion would
result. The solution, TOA believes,
lies in the establishment of wartime
cooperation machinery more or less
identical to that which the industry
adhered to with marked success dur-
ing the last war.
According to the resolution, the pri-
mary functions of a COMPO Com-
mittee for Cooperation with the U. S.
Government, would be:
(1) To develop a satisfactory liaison
between officials of the U. S. Govern-
ment and COMPO as representative
of all branches of the organized Amer-
ican motion picture industry, including
exhibition, distribution, production,
the crafts, guilds, trade press, and Variety
Chubs;
(2) To formulate and recommend to
COMPO’s executive board for ap-
proval a program of cooperation de-
signed to assist the U. S. government
and the United Nations in the
informational and morale fields;

To Protect Industry’s Interests
(3) To protect and utilize the indus-
try’s status as an important medium
of communication, and;
(4) To secure for the motion pic-
ture industry the necessary Federal
materials and manpower required for its effec-
tive functioning throughout this criti-
cal period.
The Committee for Cooper-
a, whose membership would be
COMPO’s president, eight
vice-presidents, secretaries, and treasurer, or their alternates, is
authorized under the resolution to “act by majority vote,” a
provision against which TOA has levied some of its most
strenuous objections. Acting by
majority vote would deprive
COMPO member organizations of their autonomy, TOA com-

The cooperation committee is also
given the authority to pledge the motion
picture screen of America to the
exhibition of any international or
other films made by or for the U. S.
Government, providing such films are
approved by a special screening Sub-
committee representing the five ex-
hibitor organizations which are char-
ter members of COMPO, which “the
COMPO Committee for Cooperation with the U. S. Government shall set
up at once.

Must Approve Films
It is further provided that this spe-
cial committee shall have no authority
to pledge the production or distribu-
tion of any films for the U. S.
Government unless and until the
representatives of producer-distribu-
tion organizations approve.
The resolution concludes on this
note: “No indecision shall be incurred by this com-
nittee without prior authoriza-
tion of the executive board. It
being contemplated that indi-
vidual charter members of the Council of Motion Picture Or-
ganizations, will make it possi-
ble for representatives on this
special committee to per-
cede the services necessary for
its effective operation pending the
activation of the COMPO
committee on finance.”

No Change Seen in Price of E-K Stock
Eastman Kodak price in-
creases for acetate raw
stock are not contemplated at pres-
ent, it has been indicated by an
E-K raw stock distributor
spokesman, following the dis-
closure from Wilmington, of
increases in the price of DuPont nitrate raw stock.
Eastman now deals exclu-
sively in acetate stock for in-
dustry—having abandoned the
manufacture of nitrate stock about six months ago.

U-I Stars to ‘Louisa’ Premiere in Chicago
Universal-International’s “Louisa”
has its world premiere at the Chicago
Theatre in Chicago on Friday
with the company’s largest contingent of stars
from a single picture making personal appearances
at the theatre.
The advance promotion campaign is
to be followed by a personal appear-
ance tour of the stars, Ronald Reagan,
Charles Coburn, Ruth Hussey, Spring
Byington, Edmund Gwenn and Piper
Laurie, during which they will visit
25 different cities for personal ap-
pearances. Charles Simonelli, exploita-
tion head, leave today for Chicago.

Will your Will work?

Will your final wishes fail
to be realized because you’ve
made a faulty will? Technical
flaws, a missed word, the
absence of a few important
elements, all can invalidate
your obvious intent.
If there is uncertainty
in your mind, please accept a
copy of this new booklet.
“Make a Will That Will Work”
is a handy reference guide to
every phase of will making
problems. Your copy is wait-
ing for you at any Bank of
America branch; or write the
Trust Department, 660 South
Spring Street, Los Angeles.
Do it today — while you’re think-
ing about it.

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THE MOST BEAUTIFUL GIRLS IN HOLLYWOOD ARE IN THE PETTY GIRL

more gorgeous than ever in color by TECHNICOLOR

A COLUMBIA PICTURE

Wednesday, August 9, 1950

MOTION PICTURE DAILY
100-550 Children at Drive-ins Gratis

Boston, Aug. 8.—Drive-in theatres in Greater Boston which have been operating more than one year report that the free admission of children under 12 years of age, on Mondays and Tuesdays only, from Monday through Thursday with $50 to $55 on weekends during the summer months. These theatres are in evidence in the drive-in theatres nightly, noon, 3 and 6 and 8 o'clock. Swings, see-saws, pony rides and games have been installed for the children.

Schwalbeger Slates 17 Pictures for Pine-Thomas Drive

Seventeen pictures will be made available for the forthcoming William Pine-William Thomas booking contest which will run from Aug. 17 to Sept. 30, it was announced by A. W. Schwalbeger, president of Paramount Film Distributing Corp. Mrs. F. Schwalbeger will donate $2,500 in cash awards will be made.


‘Big 10’ TV

(Continued from page 1)

lying houses, while in Detroit, at the United Detroit flagship house, the Michigan.

Games here will consist of nine home games of Northwestern and Illinois, and four exhibition games in Detroit. In view of the cost of the arrangement, it has been agreed that special equipment will be charged, adaptable to local conditions in both cities. Patrons attending the telecasts will also be able to see the regular shows. The company further hopes to demonstrate the potential appeal of theatre television and to explore its operation on a multi-theatre, inter-city basis, which would lay the foundation for a national theatre television system in the public interest.

To Use Two Systems

The Paramount intermediate film storage will be installed in Detroit and in two of the B&K houses here, while in the third house here, the telecast system will be used. The big system will be used for "use of the two systems." O'Brien stated, "is that the latest models of television will be used, enabling them to set out their baptism in fire during this test."

"On the basis of our experience," he stated, "we are convinced that top theatre attractions. Theatre TV constitutes an intermediate position in television without enabling them to set out their public at the same time endangering the gate at the live events as does TV broadcasting." and agree to play it, in accordance with the specified policy.

No Penalty Clauses

There will be no penalty clauses for breach of the agreement. Slooras and A. W. Smith, jr., head of 20th-Fox, in a personal statement found in the picture they believe the policy to be in the best interests of the public and the picture, and, therefore, of the company or companies which they believe will receive the maximum reward through adherence to the scheduled performance policy.

20th-Fox's policy of improved showmanship and the ticket during a recent visit to the studio, found it "straight entertainment of a first class order, but having citation by characteristics" which required special attention.

"Because the beginning of this picture is important, an endless Should not spoil any audience's enjoyment of it not to see it from the beginning."

"Many people, he observed, "stand away from film rather than stand on line awaiting admission and then not see a picture from the beginning. We propose to sell no reserved seats in advance for scheduled performances, with the date and time of the performance specified on the ticket, will bring many people into the theatre who otherwise would stay away," he said.

Charles Einfeld, 20th-Fox president in charge of advertising-publicity, described the plan as fitting in with 20th-Fox's policy of improved showmanship and with industry efforts to win the public back to theatres.

Plan Off-Premise Sales

The advance sale of tickets can be held off the premises as well as at the box office. advance sale will be handled as conveniently located stores and counters participating. Admissions would be sold for the first two days with different colored tickets used for each performance. No one, not even ticket holders, would be seated after the start of the feature, even though the house may not be completely sold out. Late-arriving ticket holders could, however, exchange them for another performance.

The theatre would be completely emptied after each performance means of a 25- to 30-minute intermission, with the auditorium lights turned out.

No effort will be made by the distributor to dictate admission price policy for the performances, but 20th-Fox will insist that no second feature be used on the same program with "All About Eve." The distributor, of course, has no objections to the use of different features by shows or subject shows on the same program.

It has conceded that the intermissions involved and the running time would reduce the number of shows a theatre could perform. The Roxy, for instance, has five shows a week, reduced to five shows on weekdays, five instead of six on Saturdays and three instead of five on Sundays. There will be no change in prices at the Roxy.

The company officials said they believed that the showmanship involved in the policy, together with the merits of the picture, would entice an increased playing time for "All About Eve" which would more than compensate for the fewer shows daily due to the scheduled performance policy.

"We hope exhibitors will back the plan," he said. "We believe, therefore, that the theatre will support it."

"The fear of breaking away from precedents too often stands in the way of daring and adventure in showmanship. We hope that will not be true in this instance."

"We will sell this picture and this policy with outstanding trailers and with one of the biggest advertising campaigns in the history of our company. Four different types of billboards, advertising will be used nationally."

For Some Films Only

Einfeld pointed out that part of the recent lack of appreciation for motion pictures develops from the inability of motion pictures to be seen there by the public. That has been a contributing factor to declines in theatre attendance, he believes, which the scheduled performance policy will help to correct.

Slooras pointed out that the policy is "not a general policy and could not be used continuously. The scheduled-performance plan is experimental only in the sense that if it proves successful with "All About Eve" it would be employed again with other pictures to which it may prove applicable."

Slooras observed that in fact it will influence other distributors to adopt it to particular pictures of their own and that the plan will influence producers to make full-length classics which cannot be exhibited under such a policy.

"We hope to adhere to the scheduled performance policy for "All About Eve" for a year or until the last run," Slooras said.

There will be no special sales method, other than established practice, in offering "All About Eve" for bookings, it was made clear. The picture will be available to every theatre willing to submit to the trade to cooperate with the scheduled performance plan and it will be offered in competitive bidding to those in those localities where the picture is not playing or where 20th-Fox now engages in that practice.

Practice Successful Elsewhere

"We are not opposing the continuous run policy for the average picture," Slooras said. "We see this plan as being adaptable only to special pictures."

He pointed out that the policy is similar to standard seat-selling practices which are being and have been successfully employed in other parts of the world.

It was intimated during the interview that one of the most aggressive aspects of this plan could be the word-of-mouth advertising, natural curiosity and want-to-see effects which it is virtually certain to engender publicity, garnering a vast amount of valuable attention for the current campaign in an effort for newer and better showmanship.

"All About Eve" is a Darryl Zanuck production, produced and directed by Joseph Mankiewicz, starring Bette Davis and Anne Baxter, with Celeste Holm, Hugh Marlowe, Gary Merrill, George Sanders, Ann Blyth, Gregory Ratoff and numerous other featured players. It is produced by an ambitious young actress, ruthless in her determination to reach the top in the legitimate theatre.

Admission Freeze Expected in Mexico

Mexico City, Aug. 8.—Local exhibitors expect the nationwide freeze on admission that was soon to decr ease a price ceiling on theatre tickets at the present standard scales, which average 20 cents for first-runs, 17 cents at most other first-runs and 37 cents at second-runs.

Commercial Video Starts in Mexico

Mexico City, Aug. 8.—Regular commercial television began in Mexico with the successful telecast by Televisión de Mexico's station XHVT, which is backed by the newspapers Noticieros. The station is in the headquarters building of the National Lotty and motion picture programs are to be broadcast daily.

The government has allowed the importing of only 10,000 of the 42,000 video sets distributors wanted to bring in. It determined that importing too many would mean exporting $8,000,000, too much for Mexico in these times.

FCC, Films, TV

(Continued from page 1)

will bring out some statement on the matter this month, pursuant to last December's issuance of a unique statement by the FCC, which will seek to enforce policy for withholding licenses from violators of anti-trust laws. Best thought is that no uniform policy will be adopted.

Prospect that a policy of blocking showings of certain TV westerns from the air wherever possible will be announced is grave enough to have caused an emergency meeting of the Motion Picture Association of America TV committee in New York late last month. The members were told the Commission feels the rejection of TV films from the air and the refusal by major studios to let stars appear on video programs are likely to mean that the film industry considers TV competition.

In the light of such competition, it is felt, film companies—including exhibitors—cannot be relied upon as a group to devote all their efforts to putting the best possible television programs on the air. This might even put the group in a position of tangible help to television, but it might also result in great confusion if the different companies could not work together to put out the best possible television programs on the air.

Case-by-case disposal of TV applications from film interests is indicated, with applications granted where there are no competitive applications by stations as well qualified on other grounds. This would mean that in areas where TV interests might at all times lose out so long as channels are limited.
COMPO Cites Congress for Aid on Excises

Lyers Asks for Relief After Emergency Clears

WASHINGTON, Aug. 9.—Approximately 465 members of Congress received in their morning mail today messages of thanks for their sympathy for film industry tax troubles from the Council of Motion Picture Organizations' tax committee. A. F. Lyers, Allied states director and airman of the COMPO unit said 200 hopes when the world peace situation looks better the industry can expect their vote for reduction or repeal of the admission levy.

The letter was put in the Congressional Record by Senator Alexander; Wiley, Wisconsin Republican, along with a statement praising the patriotism of the industry. He pledged the honest possible aid to the industry in the form of tax relief, but said he saw no hope for such relief immediately ahead. Myers' letter assured the Congressmen and Senators that their protest was

New Move in House To Exempt Tickets From U.S. Controls

WASHINGTON, Aug. 9.—The House yesterday agreed for a second time to exempt motion picture admission tickets from price control in the event controls are imposed by the Federal government. It adopted a measure not only exempting tickets from government controls, but also advertising rates and sales rates for the press and radio.

This was the same proposal which was passed last week, then dropped in the Senate Resolution Hits Nazi Product

WASHINGTON, Aug. 9.—The Senate Interstate Commerce Committee voted today to report to the Senate a floor resolution against the screening in this country of any films made by Nazis, Fascists or persons who collaborated with them during World War II. The resolution was offered by Committee Chairman Edwin C. Johnson last month.

Canada Intensifies Defense, Tightening Theatre Building

OTTAWA, Aug. 9.—As a result of the Canadian government's intensification of its defense program, it is understood that the steel and other building supplies situation may soon become tight to the point where the building or remodeling of theatres will probably be shelved.

Some theatre operators said they are already considering only emergency or necessary repairs in place of present plans for enlarging or renovating theatres, with the strong possibility that even orders for such work may have to be cancelled, especially if scheduled for 1951.

Building contractors are also reported as being concerned, but they say they are expected to maintain low rates to get work. The industry leaders here said that the government's move to stop the importation of material used in the building of theatres is expected to result in a cut of about 50 per cent in the amount of material available for instalment.

COMPO to Continue; TOA Accepts Compromise

Resolution on War Activities Changed to Require Unanimous Approval; Finance Plan Ratified for Sept. 1; Will Meet Again Today

By CHARLES L. FRANKE

The Council of Motion Picture Organizations yesterday successfully weathered the stormiest crisis of its brief history and appeared headed directly for a future that would find the motion picture industry more united than it had ever been in its long history.

The COMPo executive board emerged from yesterday's crucial meeting at the Hotel Astor here

$417,076 Profit For RKO in First 6 Months of 1950

Consolidated net profit of Radio-Keith-Orpheum Corp. for the first six months of 1950 was $417,076, after taxes and all other charges. (Continued on page 6)

Clarks Take Over UA's 'Back Rooms'

As indicated earlier by company officials, United Artists has closed a deal by which all physical handling of its films will be done by William and James Clark's National Film Service, effective Aug. 20. The Clarks and Frank L. McNamara, UA president, are friends of long standing.

While the new arrangement may result in estimated economies of

DuMont Profit Up 57%, Sales, 45%

Net profit of Allen B. Du Mont Laboratories, Inc., television manufacturer and network operator, increased 57 per cent while sales advanced 45 per cent in the first 24 weeks ended June 18, as compared with the corresponding period of 1949. Sales amounted to $36,786,000, against

Complete Text of Compo Resolution On War Activities

Following is the complete text of the new resolution adopted by the Council of Motion Picture Organizations yesterday to effect industry cooperation with the government on war activities. Adoption of this compromise resolution and its acceptance by Theatre Owners of America opened a serious breach in COMPO ranks, one which might have affected the future of the all-industry organization.

RESOLVED by the Executive Board of the Council of Motion Picture Organizations, Inc., 1. That Ned E. Dupin, President, be authorized and instructed to send a communication to the President of the United States offering him as Commander-in-Chief of our Armed Forces, the full cooperation in the present crisis of the organizations which are charter members of the Council of Motion Pic-
Gardner Completes Film in Puerto Rico, Two More Set

Edward Archie Gardner, network comedian and head of Gardner Productions, has completed his first production, "The Man With My Face." The film, which was shot completely in Puerto Rico, home of Gardner, declared here yesterday that the pictures, which are estimated at some $500,000, for the production, which stars Barry Nelson, Gardner declared that after film is cut, is on its present schedule. The next will be "Pigfetter," to be shot in Paris, and the third has yet to be titled.

"The Man With My Face," parts of the United States were used for "The Man With My Face," which was shot in 33 days. The picture is still to be scored, and as soon as that is completed, negotiations will start for distribution.

Edward J. Montague, director of the picture, praised the cooperation received from the government in making the picture. He said the country "has unlimited possibilities for picture making and backgrounds."

Gardner arrived here yesterday for business conferences and returns at the weekend.

Mono Shows Novello Film: Host to Press

Your Novello's British Technicolor production "The Dancing Years," was previewed here yesterday for the press at the Plaza Theatre, by Mono-grams, releases which the company was host to the press at a luncheon at the Sherry Netherland.

From a list of persons who were present, the following: Maury Goldstein, Lloyd Linz, John G. Dervin, Harry Goldstein, J. Fred Quinn, Leo Lif- ton, L. E. (Nicky) Goldhammer, Nat Furst, Madeline White, Terry O'Neill, William Osborne, Fred Color- do, June Teyrie and C. R. Rook.

M-G-M and Skouras Resume Booking

Metro-Goldwyn-Mayer has resumed booking Skouras Theatres after a disagreement for about a year, was learned here yesterday. The agreement marks the end of any serious M-G-M booking difficulty, the company has resumed booking Mike Nalty's United California and Century Theatres some months ago.

NBC Leases Center

The Center Theatres, 3,000-seat legitimate house in Rockefeller Center here, has been leased to National Broadcasting Company for the production of television shows, it was announced here yesterday. The version is underway, NBC said, and possession will be taken immediately.

New Northio House

Cincinnati, Aug. 9.—Northio Theatres Co. has formally opened the new Northio Theatre downtown, rebuilt at a cost of $200,000.

Personal Mention

DARRYL F. ZANUCK, 20th Century-Fox production head, will arrive here from the Coast on Monday and will leave for Europe a few days later.

WILLIAM J. CLEARY, Railway Ex- change agency publicity manager, has become editor of the company's house organs, replacing STANLEY Fong, who has retired after 40 years service.

PUCIO SOREZ, of M-G-M's legal and production department, will leave on a five-day trip for Brussels, Belgium, to attend the Congress of the International Amateur Athletic Federation.

HELEN A. RAWL, associated with the J. E. Kobin enterprise since the past seven years, has joined C. S. Ashcraft Manufacturing Co., makers of projection arc lamps.

KIP SHIRLEY, M-G-M booker, has been named office manager at Cin- cinnati, succeeding E. S. Skouras, who returns to his sales post there.

Albany Area Now Has 45 Drive-Ins

ALBANY, N. Y., Aug. 9—Opening of the Rustic Drive-In at West Sand Lake and scheduled openings of the Riviera at Rotterdam and the Black River at Watertown next weekend make approximately 45 out- side American drive-ins in the district. This growth from one in 1940 has increased by almost 20 per cent the number of theatres in this service.

The only slowdown in drive-in building momentum is the decision of W. W. Farley, Schenectady theatre owner, and Klein Bros., Hunter exhibitors, not to finish construction this season of a drive-in on Route 9W near Catskill. Farley explained that the Korean situation is a factor in the decision.

N. Y. Philharmonic to Roxy on Sept. 1

New York's Philharmonic-Sym- phony orchestra, under the direction of Dimitri Mitropoulos, will appear at the Roxy Theatre here for a two- week stand beginning Sept. 1, it is announced by 20th Century-Fox.

The project, conceived some months ago by 20th-Fox president Spyros P. Soprounis as a means of bringing good music to news to audiences at low prices, will mark the first time a major symphony orchestra has appeared in a motion picture theatre here. The presentation. Soloist during the first week will be the American soprano, Helen Farrell. Soloist during the second week will be announced later.

Sinatra Signs with CBS

Frank Sinatra has signed a long- term contract with the Columbia Broadcasting System covering his exclusive services in radio and television, it was announced yesterday by Wilt- her A. Morahan, chairman.

H. HERBERT J. YATES, Republican president, arrived here from Chicago last night.

BEN BERGER, Minneapolis circuit operator and president of North Cen- tral Allied, is reported planning to resign from his present position in the spring.

E. C. GAINGER, head of Shen Enter- prises, left here yesterday for Youngstown, O., first stop on a tour of theatres in Ohio, Pennsylvania and New York.

HOWARD DIETZ, M-G-M advertise- ing and publicity vice-president, has dis- tanced his return from the Coast and will arrive here Monday.

STANLEY KRAMER, producer, will be in Salt Lake City from Holly- wood on Monday.

RUSSELL HOLMAN, Paramount Eastern production head, will arrive here today from the Coast.

Show 'Ve' Film to Washington Group


McIntire commended the Associa- tion for performing a major service to the country in the production and dis- tribution of the film which tells the story of disabled veterans. He said the film "will play an essential role in meeting the entire issue of employ- ment of the nation's handicapped."

The film industry is to be congratulated again for doing more than its full share."

J. S. IRWIN, Canadian Head- ers, Quits

OTTAWA, Aug. 9.—J. S. Irwin, di- rector of the Emergency Import Con- trol Board, which has functions which include supervision over U.S. imports due to the exchange problem, has resigned his post to ac- cept a position in private industry, Trade Minister Howe has announced today. E. J. McKenzie, director of the Import Allotment Division, has also resigned to enter private industry.

Paramount Signs Pal

HOLLYWOOD, Aug. 9.—Paramount today signed George Pal, who pro- duced "Destination Moon," independ- ently, to produce "When Worlds Col- lapse," an imaginative story concern- ing the atomic bomb and world anni- hilation. The first Pal film for Paramount prior to entering the independent circuit.

Ad Progress Exhibit Preview Here Today

Linda Darnell will be hostess this afternoon at a private preview and show here today of the American Artists Galleries here to introduce the "50 Years of Progress in Motion Picture Advertising," which is the opinion of the admiral of the film's travel across the country. A preview of the exhibit, which includes more than 100 examples of film advertising from its inception in 1896, will be shown in the style of the original advertising created by Paul Rand and Erik Nitsche for "No Way Out," and no admission charge to the exhibit.

Fowler with Kramer

BOSTON, Aug. 9.—Stanley Kramer Production, New York, has appointed Albert Fowler advance man for the picture music "Cyrano De Bergerac." He will also handle Joe Ferris in promotions. Fowler, the route on the tour was formerly 20th Century-Fox New England press representa- tive with headquarters in Boston.

"Panic" Sets New High

WASHINGTON, Aug. 8.—Twentieth Century-Fox's "Panic in the Streets" which opened at the 45th-seat Play- house here today, set an opening day record for the house for the year to date. The previous record of $1,900 was learned here. The figure is reported to be 20 per cent higher than any other figure for the year.

Exhibitors Oppose Censorship Panel In Grand Rapids

GRAND RAPIDS, Mich., Aug. 9.—Sponsors of a proposed film "censor- ship" ordinance defeated its merits while foes challenged it on legal grounds at a city communication hearing here.

The ordinance, drafted by the Bet- ter Business Bureau here, provides for a seven-member board to pass on all films before they are ex- hibited.

Exhibitors said the board would be illegal under the city charter. They got an assist from city attorney Fre- derick D. Otten, who pointed out the legality of delegating such review powers to an appointed board. Under existing charter provisions a film is subject to review only after it has been shown.

Spokesmen for the film council, de- pending the demand for pre-showing review, said that in 1947 a movie ("The Outlaw") to which it objected ran for two weeks here.

Representatives of veteran groups joined in opposition to the ordinance. They contended censorship of films would result in other forms. The film council's proposal that members of the review board be appointed from a list of names submitted by the council aroused opposition.
LOOKIN' FOR ANOTHER SOCK ON YOUR MARQUEE?

JIMMY CAGNEY is now giving the N.Y. Strand a bang-up follow-up to Warners' 'Flame and the Arrow' in Warners' "KISS TOMORROW GOODBYE"

ALSO STARRING: BARBARA PAYTON, HELENA CARTER, WARD BOND, LUTHER ADLER, BARTON MACLANE

PRODUCED BY WILLIAM CAGNEY, GORDON DOUGLAS, CAGNEY PRODUCTION

DISTRIBUTED BY WARNER BROS.

Screen Play by Harry Brown from Horace McCoy's "Kiss Tomorrow Goodbye"
Text of COMPO Resolution

(Continued from page 1)

2. That the officers of COMPO (the president, the nine vice-presidents and the treasurer) or alternates designated by each of them, is hereby constituted as a committee to be known as the COMPO committee for Cooperation with the U. S. Government. The Secretary of COMPO shall serve as the secretary of the committee without vote.

The primary functions of said committee are:

To Develop Liaison
(a) To develop a satisfactory liaison between officials of the U. S. government and COMPO as representative of all branches of the organized American motion picture industry, including exhibition, distribution, production, the crafts, the guilds, the trade press, and the Variety Clubs; to establish the necessary direct contacts with departments and bureaus of the Federal Government whose activities either involve the cooperation of the motion picture industry or affect the successful functioning of the motion picture industry during the present crisis, and take all necessary steps to protect the essential operations of the motion picture industry as a vital medium of communication and information within the United States and the free world.

(b) To formulate and recommend to the COMPO executive board for approval a program of cooperation designed to assist the U. S. Government and the United Nations in the informational and morale fields.

c) To protect and utilize the industry's status as an important medium of communication; and

to Seek Material Needs
(d) To secure for the motion picture industry the necessary materials and manpower required for its effective functioning throughout this critical period. Said committee created hereby and responsible to the executive board of

COMPO to Continue

(Continued from page 1)

The resolution adopted was in the nature of a compromise, with TOA winning a number of points it had fought hard to have included in the document. Principal point won by the exhibitor organization was the stipulation in the resolution that the Cooperation Committee, which was created and will be responsible to the COMPO executive board, is authorized to act by unanimous vote. In the resolution which was adopted by the nine other COMPO member organizations at the July 24 meeting, here the special committee was authorized to act by majority vote. The July 24 resolution was voted out of existence at yesterday's meeting prior to the adoption of the new one.

Change a TOA Victory
Thus, TOA, which had envisaged its autonomy and veto power jeopardized under the old resolution, won an important victory in having the voting provision amended.

The board, before entering into discussion of the differences that existed over the resolution pertaining to the industry war emergency cooperation, reaffirmed unanimously that COMPO would probably exist as it was constituted. This tended to obviate the possibility of damaging disunity were the enacting date retroactively to be amended.

Moreover, the board also voted early that the financing arrangement as adopted in Chicago be formally adopted and set in operation Sept. 3.

COMPO is authorized to act by unanimous vote of the members of the said committee on matters within the scope of the authority delegated to it by the executive board provided, however, that such committee shall have no priority to pledge the motion picture screens of America to the exhibition of any informational or other film or films made by or for the U. S. Government, unless such film or films be first approved by the executive board, or representing the five exhibitor organizations which are charter members of COMPO and which then be set up at once, and provided further that this committee shall have no authority to pledge the production or distribution of any film made by or for the U. S. Government unless and until the representatives of the Motion Picture Industry Council, the Motion Picture Association of America, and the Society of Independent Motion Picture Producers were affirmatively in favor thereof and unless and until some named producer or distributor or one of the above charter members advises the committee in writing of a willingness to produce and/or distribute such film or films without cost.

None of the meetings of such committee shall be sent to absentee member or members and unless a negative vote is recorded by such absentee members with respect to any action or actions within five days after receipt thereof, such minutes shall be deemed to have been approved by such absent member or members.

The committee is authorized and instructed to appoint the necessary personnel and to use their best endeavors to properly perform the purposes of this resolution and this committee.

It was also voted that the vesting of the legal document with the executive board shall be paid out of the funds collected by COMPO through the medium of the administration plan effective as of September 1, 1940.

Hit the trail, pardner... Hope is whooping it up in the wild, wild West!

In Paramount's hilarious successor to "The Paleface!"

By Technicolor

Color by

Be first to get the big money! Book this big money hit now for PARAMOUNT WEEK—Sept. 3-9

TOA Hasn't Signed COMPO By-laws Yet

That Theatre Owners of America has never signed the COMPO by-laws and that the defection, technically and generally legal, no doubt that COMPO does not formally exist, as of now, was brought out at yesterday's COMPO meeting here. All the nine charter members of COMPO have signed.

The new resolution was adopted by the vote of the board. The new resolution, which is published in full in adjoining columns, provides for a COMPO Committee for Cooperation with the U. S. Government. The committee, made up of COMPO's president, nine vice-presidents and treasurer, or alternates designated by each of them, will be headed by COMPO's secretary serving as the secretary of the committee without vote.

COMPO Role Vital

In the resolution which TOA had submitted, and which was subsequently amended to its present form, it moved that COMPO's supervision of such committee be "unanimous." Thus, TOA lost out when it was finally decided unanimously that cooperation with the Government shall be sustained by and through COMPO.

Among the matters which the board will take up at today's meeting are the means whereby the financial plan can be adopted as quickly and as widely as possible. It will consider also reports on the plans for planning, organization, membership and personnel and management problems. The last of these was assigned responsibility for selecting candidates for the COMPO executive vice-presidents and the executive post in the organization. However, it was decided unaniously that a selection of an executive vice-president will be made today.

The Committee for Cooperation will be staffed by the following COMPO officers: Depinet (chairman), MPA; Robert J. Pinanski, TOA; Samuel Pinanski, TOA; Trueman T. Renbusch, Allied; Harry Brandt, TOA; Leo Brecher, MMPTA; Robert Harmon, PCCTO; Ellis Arell, SIMPP; Ronald Reagan, SAG (MPIC); Roy Brewer, AIPAA; Abel Green, trade press. Harmon will be its secretary.

Three Members Absent

Pinanski, Arnall and William Graeber of PCCTO were unable to attend yesterday's meeting. Present at the meeting, in addition to the others named above were: Robert W. Coyle, Leonard Goldenson and Ezra TOA; Edward Lehman, Affiliated; Marc Wolf, Variety Clubs; Art Arthur and Al Rogell, MPIC; Martin Osley, trade press; William Namenson and Morton Sunshine, ITOA; Oscar Doob, Fred Selwatsch, MMPTA; William F. Roemer, PCCTO; Robert Balaban, Austin Kegnich, Maurice Bergman, Henderson Ritchie and Leon Bamberger MFAA; Robert J. Rubin, SIMPP.
It's that GREAT BIG WONDERFUL SHOW packed with the thrills of a thousand fairgrounds!

COUNTY FAIR

COLOR BY CINECOLOR

A JEFFREY BERNERD Production starring

RORY JANE

CALHOUN NIGH

with FLORENCE BATES

Warren DOUGLAS • Raymond HATTON

Produced by WALTER MIRISCH

Directed by William Beaudine • Screenplay by W. Scott Darling

A MONOGRAM PICTURE

MONOGRAM'S Super-Successor to "BLUE GRASS of KENTUCKY"
Pinanski Suffers Ptomaine Attack

Sam Pinanski, Theatre Owners of America president, was seized with an attack of ptomaine poisoning during the meeting of the COMPO executive board at the Hotel Astor here yesterday and was obliged to withdraw from the meeting to obtain medical attention.

St. Fabian, TOA board chairman, was unable to attend the meeting because of illness, leaving Gael Sullivan, TOA executive director, as the organization's representative in the COMPO session with a voting privilege. TOA members Robert Coyle and Ezra Stern were present as observers.

Cites Congress (Continued from page 1)
dustry position was well known to theatre owners in their state. He wrote that the tax itself is "largely responsible for the present depressed state of the theatre busi-
ess," and that the industry is in dire need of relief," but recognizes that "national defense must come first" and it is not his intention to do otherwise than refuse to lower the tax now, he said.

New Move in House (Continued from page 1)
a reversal of form. It has also been passed by the Senate Banking and Currency Committee.

Salaries of film talent would not be frozen, but if wage controls are clamped down the wages of film em-
ployees would be controlled.

Paras 'Sunset' Cited

Paramount's "Sunset Boulevard" has been selected as the "Picture of the Month" in the August issue of Redbook Magazine. The picture will open at the Music Hall here today.

Review

"Bunco Squad" (RKO Radio)

THE PHONY racket of pretending to communicate with the dead through the fake mediums is given another going-over in this detective drama. "Bunco Squad" is a detective action thriller that is no more as well as it is judged. Robert Sterling has the lead as a young detective with Joan Dixon, playing a budding young actress, as his girl friend. The group of racketeers who prey upon the hopes of innocents is directed by Ricardo Cortez, among others, and J. D. Reins is the writer. Running time, 67 minutes. General audience classification, Release date, not set.

RKO Profit (Continued from page 1)

per share on the 3,899,914 shares of common stock outstanding at the end of the 1949 period. Consolidated net profit for the second quarter of 1950 was $314,119, after taxes and all other charges (including a profit of $100,113 from the sale of capital assets, before taxes). This is equivalent to approximately 30 cents per share on the 3,899,914 shares of common stock outstanding at the end of that quarter. This compares with a consolidated net profit of $1,169,557 for the second quarter of 1949, after taxes and all other charges (including a profit of $1,169,557 from the sale of capital assets, before taxes). This is equivalent to approximately 30 cents per share on the 3,899,914 shares of common stock outstanding at the end of the second quarter.

Canadian Defense (Continued from page 1)

Importantly warning prospective customers in the theatre field that they may be unable to carry out extensive plans with the present outlook for supplies.

DuMont Profit Up (Continued from page 1)

sales of $18,487,000, Dr. Allen B. Du
Mont, president, reports. Net profit of $2,797,000 after interest, and all charges, including network losses, which is equivalent to $1.16 a share on 2,385,686 common shares outstanding as of June 18, was re-
alized during the period. This com-
pares with a net of $1,780,000 for the corresponding period of 1949, which includes $1.58 a share, on 2,307,465 common shares outstanding as of June 18, 1949. As of March 30, 1950, the company had $250,000 of Class A common stock at $25 per share and less than $25 per share, on 6,245,680 shares of common stock outstanding as of June 18, 1950. As of March 30, 1950, the company had 2,385,686 "A" and "B" common shares outstanding and 6,245,680 shares of preferred stock outstanding which are partly convertible into 1.1 shares of Class A stock for each share of preferred.

Clark's-UA Deal (Continued from page 1)

$30,000 annually, it will only provide UA films with six new shipping de-
pots, in addition to its own 26 ex-
changes. The new facilities will be at Providence, Portland, Milwaukee, Des Moines and Butte, otherwise, NFS will operate from UA offices directly, retaining UA's back room employers at prevailing rates and terms of existing contracts, the company said. Meanwhile, the new UA management is said to be considering dropping its television department, which reportedly has been operating at a loss.

Two New England Groups Set Outings

Hartford, Aug. 9 — The Motion Picture Theatre Owners of Connecti-
icut will hold its annual outing, a wrestling and golf tournament on Aug. 15 at Race-
brook in Orange, Conn. Co-chair-
man are George H. Wilkinson, owner of the Wilkinson Theatre in Meriden, and president of the MPTO of Connecti-
cut, and Albert M. Pickus, Stratford Theatre, Stratford, regional director of the National Board of Directors of the Theatre Owners of America.

The Warner Club, organization of regional Warner distribution and ex-
hibition employees, will hold its annual outing at New Haven, Aug. 16. James A. Bracken, con-
tact manager of Warner New England Theatres, is in charge.

FCC Okays Griffith Radio Plans Until Final Policy Is Set

WASHINGTON, Aug. 9—The FCC today approved a radio Broadcasting, and Federal Com-
missions, according to the FCC. The FCC has said domestic operations could pro-
ced normally, with only a possible smaller circu.

Leo Seligman Set Out, Leaves Favori

Leo Seligman, independent film distri-
butor, has sold his stock in the E.

Cities Industry

Appearing as a music commentator on NBC's Sammel Goldberg Pro-
gram, the producer Tuesday night cited the industry's contribution to culture. Goldberg said that music is not just one of the many ways in which motion pictures have done much for the mid-

BANKING FOR THE MOTION PICTURE INDUSTRY

NEW YORK

NEW YORK

NEW YORK

NEW YORK
Hughes-Brandt Deal To Lawyers, Dietrich Leaves for Coast

Noah Dietrich, RKO board chairman and chief representative of Howard Hughes, left here yesterday for the Coast by private plane, ending three weeks of negotiations in the sale of the New Strand to Harry Brandt of Hughes' controlling interest in the post-divorcement RKO theatre company.

Prior to his departure Dietrich said his leaving had no significance insofar as the Brandt deal was concerned, adding that he would have left sooner had it not been for other business.

Dietrich had extended his stay in New York two weeks ago because of the promise of an early conclusion of the deal with Brandt. Subsequently, an agreement or terms was reached under which Brandt purchased excess of $1,800,000 for the 929,020 shares of RKO theatres' stock which will be issued to Howard Hughes following a divorsegment next Jan 1.

Complications ensued involving the

(Continued on page 6)

Delay RKO-Reade Dissolution Again

A request by the estate of Frank Storr, a party to the RKO Theatres-Walter Read partnership in Trenton- New Brunswick Theatres, for postponement of the entry of a decree for the dissolution of the partnership was granted yesterday by the New Jersey Superior Court in Trenton.

(Continued on page 6)

Montague Challenges Wood's Proposed Autry Boycott

Edward Ugast, manager for 20th Century-Fox in Cuba since 1946, has been appointed to the post of Far Eastern supervisor by Murray Silverstone, 20th-Fox International head. Ugast has been in New York for the past few weeks for conferences with head office executives and will return to Havana immediately to wind up his affairs there. Shortly thereafter he will proceed to Singapore where he will make his headquarters.

(Continued on page 6)

Annual Monogram Convention Sept. 5-7

Hollywood, Aug. 10.—Company president Steve Brody today disclosed that the annual sales convention of Monogram-Allied Artists will be held at the Ambassador Hotel here Sept. 5-7. At that time Brody will make the annual product announcement to the 100-plus members of the field sales force, executives and franchise holders attending.

(Continued on page 6)
FRANK N. PHELPS, Warner Theatres' chief relations head, will leave for today for Cleveland and Detroit. He will attend the IA'TSE convention at the latter city.

HENRIE DEAUROY, faculty member of L'ecole Normale Superieure de Saint-Cloud, has returned from Paris to study film production and distribution at the National Film Board on a Canada-UNESCO fellowship.

MAURICE BARR, secretary of Paramount's London branch here, is visiting the Chancellerie, home office and branch offices of rival companies in London. BARR is expected here next week.

Roger Tully, of Universal's home office in New York, has arrived here from London and will leave Thursday for the coast.

MAURICE HARRIS, Universal-International home office executive, and LOWELL BERNARD, press contact, are in Chicago from New York.

GYS LANDSBERGER of Excelsior Picture will be here over the weekend for Europe.

RON GOODYEAR, Eagle Lion's publicist, is in San Francisco from Los Angeles.

George A. Hickey, M-G-M Western sales manager, left San Francisco last night for Portland and Seattle.

EMERSON VERDE, producer, returned to New York yesterday by plane from a business trip to Toronto.

Zanuck to Capital For Defense Confabs

Darryl F. Zanuck, who is due here Monday from the coast, will proceed at once to Washington for conferences with Defense Department officials, the 20th-Century-Fox home office reports. The 20th-Fox production chief held the rank of Colonel in World War II. Zanuck is expected to return to New York for the premiere of his production, "No Way Out" at the Rivoli on Wednesday and will then leave for London by air.

'Manon' Rights to Discina

Foremost Films has sold U.S. distribution rights to the French language film, "Manon," starring Cecilia Ander, to De Luxe International, it is reported by Noel Meadow, foremost executive. A Broadway premiere is planned for the fall.

Personal Mention

Industry's 'Ad Progress' Exhibit Open to Public

A special preview of a "30 Years of Progress in Motion Picture Advertising" exhibit was held here recently by the American Artists' galleries. The exhibit, which was attended by industry executives, ad men, salesmen and newspaper ad representatives, was sponsored by the galleries in association with the 30th Century-Fox. All officers of the public and will continue through Aug. 18.

More than 100 examples of motion picture advertising during the past half-century, ranging from its inception in 1895 to the campaign recently developed by veteran Darryl F. "Way Out," were on display. The "No Way Out" ads, currently running in the newspapers, were shown to the world premiere at the Rivoli Theatre on Aug. 16, were created by illustrators Paul Rand and Erik Nitsche.

Other pictures represented include "Cabiria," early Chaplin films, "Closeup," "Wag Down East," "Mark at the Hill to the Poor House," and "Beau Brummell," etc.

Another considerable space was devoted to ads of films of the 40's when "art in advertising" was first stressed. Executives Thomas N. Hoag, "The Grapes of Wrath," Norman Rockwell's paintings for "The Song of Bernadette," and special formats for "The Snake-Hill," "Gentlemen's Agreement," "Pinky," and others were in this section of the exhibition.

Jeffrey Bernard, 58, Monogram Producer

HOLLYWOOD, Aug. 10—Jeffrey Bernard, 58, veteran producer of films here and in Great Britain, died at his Beverly Hills home this morning of a heart attack.

Bernard suffered a cerebral hemmorage last November but had recuperated and returned to his Monogram, producing the current "Country Fair," and preparing "Blue Grass," the semi-sequel to his production, "Blue Grass of Kentucky."

Born in London, Bernard entered the industry there in 1913 and in 1923 made his first film. Later he became general sales manager for Gaumont-British and producer of the company's newsreels. The widow and two stepsons survive. Services will be held Monday morning at the Wee Kirk o' Heather, Forest Lawn.

Paul Lazarus, Jr., to Leave U.A. Today

Paul Lazarus, Jr., former executive assistant to the president of United Artists, and chief publicist of the company, will wind up his affairs there today, making his recent resignation effective at once. Lazarus' plans are still undecided.

The new UA management, up to yesterday, had not named a successor.

'Sunset' Reviews to All Para. Men Today

Confident that the tenor of New York newspaper reviews this morning will be of a kind to inspire men charged with selling Paramount's "Sunset Boulevard," Max Youngstein, advertising-publicity chief, kept his staff at the office last night to get the papers hot from the press—lip the reviews and air them for delivery by 9 a.m. this morning to every Paramount executive. A message from A. W. Schwalberg, distribution chief, will accompany the reviews.

The picture opened at Radio City Music Hall here yesterday.

Levy Leaves MPEA To Join Columbia

William M. Levy this week terminates a year of administrative service with the Motion Picture Export Association, it was announced here yesterday by Irving Maas, MPEA vice-president and general manager. Levy, who served as assistant to Maas, will join the Continental sales staff of Columbia Pictures Internationally on Monday. He is a veteran representative of American film companies in many areas of the world.

Maas said Levy "leaves with MPEA's gratitude and good wishes."

Members of the MPEA staff yesterday were host to Levy at a farewell luncheon.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

ROCKFELLER CENTER

'SUNSET BOULEVARD' - William Holden & Gloria Swanson

Erich Von Stroheim

A Paramount Picture

SPECTACULAR STAGE PRESENTATION

'MY FRIEND IRA GOES WEST'

WILLIAM WALLACE, HAROLD JARVIS, RALPH CALMEL-LYNN, MARTIN LEEWIS, WILLIAM CORWIN, JULIAN RUSSELL, SCOTT KELLY, WILLIAM K. RUSSELL, WILLIAM THURSTON, DONALD REYNOLDS, FRANCIS LANGFORD

SUMMER 10 CARNIVAL

THE SONGS OF THE MODERNAGE

Doctor Johnnie Wilmot

HALT ALL MAIDENS

'THE DIVER' - A. MILLER JACOBSON, RED KANAN, ROBERT KANAN, ASCHER, R. R. ASCHER, PETER ASCHER

'SUNSET BOULEVARD' - WILLIAM H. HOLDEN, GLORIA SWANSON, ERICH VON STROHEIM, A. H. MCCARTHY, D. R. MILLER, F. M. HEWITT

FRIDAY, AUGUST 10, 1950

10 a.m. - Eleanor Preiss, Choral Director, at 9 a.m., at Radio City Music Hall.
11 a.m. - FilmNM Club at Radio City Music Hall.
11 a.m. - FilmNM Club at Radio City Music Hall.
11 a.m. - FilmNM Club at Radio City Music Hall.
11 a.m. - FilmNM Club at Radio City Music Hall.
SUNSET BOULEVARD

... OPENED TO TREMENDOUS BUSINESS

YESTERDAY AT THE RADIO CITY MUSIC HALL.

DON'T TAKE OUR WORD FOR IT! IF YOU ARE IN NEW YORK ... JUST STOP BY THE THEATRE AND WATCH THE CROWDS AND THE MONEY POUR IN!

IF YOU ARE OUT OF TOWN ... CALL THE MUSIC HALL. THEY'RE PLAYING IT ... THEY'LL TELL YOU!

As Always:
If It's A Paramount Picture It's The Best Show In Town!
**Montague**

**(continued from page 1)**

not control in any way the television rights of this particular star or any other star,” said Montague. “However, Columbia does have the rights to the pictures in which Autry stars and if the exhibitors of Ohio decide to boycott Autry by not playing his pictures, that would hurt the innocent party, in this case Columbia Pictures.”

Montague pointed out, as Autry did in his letters to Wood, that William Floyd and Horace Louis Cassidy have appeared on TV in feature films that were the same as those sold to exhibitors. “I think by this action the exhibitors encouraged many of the stars in Hollywood to give consideration to adding to their popularity and income by appearing on television.”

**Monogram Producer To Confer on Film**

Hollywood, Aug. 19. — Producer Lindsey Parsons will leave here tomorrow for Ottawa where he will conclude negotiations for the production of “The Ottawa Story,” to be made jointly by Monogram and F. R. Crawley Films of Canada. Parsons is now arranging for an American director and stars to do the picture there when shooting commences. The cast will include Canadian players.

**COMPO Seminars**

(Continued from page 1)

PO executive board meeting at the Hotel Astor here. The decision to hold such seminars evolved from a recommendation of the COMPO program and planning committee headed by Nathan Yamin. A sub-committee will be named soon to work out details.

The COMPO board itself will be on hand for the Hollywood seminar, according to COMPO secretary Francis Harmon. He said arrangements for the board to stand are that Art Arthur and Al Rogell of the Hollywood Motion Picture Industry Council will be hosts at the seminar.

The Hollywood gathering, which presumably will be the first one that will be held, is expected to have approximately 30 representatives of exhibitors on hand, plus a number of representatives from Hollywood as spokesmen for producers, guilds, and crafts, and Hill Chemicals is an advisory capacity to top government policy-making officials. The function will be held at the National Security Industrial Association.

**To Meet on Change Of Skiatron’s Name**

Skiatron Corp., New York, will hold a special shareholders’ meeting today, on Wednesday, for the purpose of approving a change of name, it was announced yesterday by Robert R. Sullivan, president. The proposed name is Skiatron Electronics and Television Corp.

Reason for the change, Levey said, is that “comparatively few people outside of the trade are aware of the vital patents held by the corporation in the fields of electronics, radio and television.” Levey also informed stockholders that four U.S. patents “believed to have great potential value in large-screen and color television” have been issued to Skiatron.

**COMPO Financing Is 1/10 of One Per Cent**

In reporting approval of the financing plan for the Council of Motion Picture Organizations by the executive board, to begin Sept. 1, Morton Pictures, Inc., today inadvertently stated the plan calls for contributions of “one-half of one per cent” of the rentals to shareholders and distributors. The statement is in error.

The COMPO financing plan calls for contributions of one-tenth of one per cent of film rentals.

**Hold TOA’s**

(Continued from page 1)

record yesterday at the second and final session of the organization’s two-day meeting at the Hotel Astor here, following publication of a story in **Motion Picture Daily** which suggested that the entity of COMPO might be in default technically and, perhaps, legally.

These facts were cited by the executive committee’s stand: The executive committee of the TOA had authorized Giel Sullivan, its executive director, to do this thing and, accordingly, Sullivan had done so. In the opinion of Robert J. Rubin, representing TOA—both are lawyers—this action was sufficient to bind TOA, the only one of COMPO’s 10 constituent groups upon any question had been raised.
Arthur Mayer

(Continued from page 1)

Discuss COMPO Meeting

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In between main sessions of the meetings held here yesterday and Wednesday of the Council of Motion Picture Organizations, groups of industry executives huddled for more informal discussions of vital industry problems. In the group above—from left to right—are: Leon Bamberger, Edward Lachman, Leonard Goldsen, COMPO president Ned E. Depinet, William Rodgers and Trueman Rembusch.

Rembusch, offered their personal "checks in advance" against future charges under the formula.

In its disposition yesterday of responsibilities reported on by the program and planning committee, headed by Nathan Yamin, the board authorized Depinet to address a letter to the 238,000 individuals deriving income from the industry. The letter will appoint each of these individuals a "committee of one" to work for the improvement of the industry's public relations, to strive for greater harmony within the industry, and to answer attacks upon the industry along the lines given in an informative memorandum attached to the letter.

Stress Institutional 'Ads'

It was recommended, too, that individual distributors include institutional advertising material whenever possible in their press books.

The board also adopted the Yamins committee resolution that a library of industry information be established in New York and Hollywood and in any other places found to be strategically important, so that informational material of various kinds may be made available through COMPO to individuals, groups, and organizations within the industry who are in a position to use such material constructively for industry good and welfare.

The Yamins committee submitted and had adopted by the board a resolution calling for the establishment of a speakers' bureau and the preparation of speakers' kits, so that material may be available through COMPO for speakers, either on the local or national level.

Moreover, as recommended, COMPO will become a participant in the White House "Mid-Century Conference on Youth." Theatre Owners of America executive director Gael Sullivan was the author of this recommendation.

Mayer, who said he will "go to work at once" for COMPO, was one of the founders of the former American Theatres Association, one of the organizations that ultimately evolved into the TOA. He was at one time a member of the Metropolitan Motion Picture Theatres Association, but relinquished his membership when he retired from exhibition.

COMPO Research

(Continued from page 1)

of the COMPO programming and planning committee which was authorized to formulate detailed plans for basic research included Arthur Schmidt (chairman), Charles Einfield, Walter Roade, Jr., Oscar A. Doob, Irving Dollinger and Ben Shlyen, Francis Harmon, COMPO secretary, indicated yesterday that it was likely that some or all of these would be reappointed to the new committee.

The board, which yesterday met for the second day at the Hotel Astor here, also adopted the report of the committee on organization calling for the appointment of an area chairman.
**Motion Picture Daily**

**Friday, August 11, 1933**

**Motion Review**

**“A Life of Her Own” (Metro-Goldwyn-Mayer)**

AFTER two years’ hiatus, Lana Turner has resumed her auspicious screen career with a role that is high in emotional content. And co-starred now with Ray Milland, she give a first-rate performance in this motion picture. "A Life of Her Own" is the story of a beautiful New York model's unsuccessful bout with love, establish this Voldeman Vethugum production as a woman’s picture of the first magnitude. Laced by lavish metropolitan settings and keenly appreciative of tasteful feminine attire, the film, as written by Isobel Lemurt, nevertheless takes a sardonic view of the modeling profession and some of its inhabitants. Here is the picture’s letimotif, and it is evoked by touches of humor and irony that emerge from time to time to save a resolute love story from descending to soap-opera.

RKO-READe Delay

(Continued from page 1)

The decree was scheduled to have been entered by the court yesterday in consequence of the inability of RKO Theatres and Reade to agree between themselves on terms for dissolution of the partnership, as required by RKO's Federal court decree. The Storrs' estate report having been paid and for, and asked for additional time for them to familiarize themselves with the case.

RKO owns 50 percent of the 12-theatre circuit and once made an offer of $1,500,000 for the Reade-Storrs estate holdings. The offer subsequently was reduced to $1,500,000. Reade continued with an offer to buy RKO's interest at book value, considerably under the price offered to him. RKO next applied to the court for a dissolution order and specific terms.

Linda Darnell Opens 3-day Tour Tonight

Linda Darnell arrived here from the Coast yesterday and tonight will begin a three-day personal appearance tour of six metropolitan theatres in behalf of Darryl F. Zanuck's "No Way Out," in which she appears. The tour will terminate at a premiere at the 20th-Fox Rivoli Theatre on Wednesday. Miss Darnell will be accompanied by Robert Taylor, tonight, along with radio stars Tex and Jinx McCarrie.

Asks No Film For Russia

COLUMBUS, O., Aug. 10.—Immediate ban on shipments of America films to Russia was urged upon President Truman by a sent from P. Wald-Norman, secretary of the Independent Theatre Owners of Ohio Wood's board which followed his reading before the Columbus, R. M., editor of the Cleveland Plain Dealer, in which Mr. Wood said that, in the light of the New Deal and the clever solution, the lag in the world—particularly in Korea and the U. N. Security Council, the Motion Picture Association should resign from the accord and revise its plan for sending 20 Hollywood pictures to Russia.”

Para.’s Boulevard Sets Year’s High

Paramount’s “Sunset Boulevard, which opened at the Music Hall here yesterday, was heading for the biggest opening day business for the house this year. Based on business up to F. M. yesterday, it was heading for gross of $2,100,000.

Meanwhile, “Three Little Words” which opened at the A. T. State here Wednesday was slated to draw healthy $14,000 for its first two days. The figure equals that of its predecessor, "Amie Get Yo Gun.

Para. Profit

(Continued from page 1)

D. Buhnt Laboratories, Inc.

The above earnings include only operating profit from the Paramount’s domestic and foreign companies, not applicable in dollars. It is the praxis of Paramount’s domestic companies to record such revenues only to the extent that dollars are receivable in New York.

The consolidated estimated earning of $2,985,000 from the second quarter, mentioned above represents 52 cents per share on the 2,641,544 shares of common held of the company on July 1. Computed on the basis, the $2,620,000 of estimated earning for the six months 1935 represent $1.07 per share.

There were 3,172,870 shares of common stock of Paramount Picture Corporation outstanding at the end of the corporation’s fiscal quarter April 1. Between April and July 1, the corporation purchased for retirement $53,326 shares of common stock, leaving 2,641,544 shares outstanding in the hands of the public on July 1. Since that date has purchased additional shares of common stock for retirement, there reducing the number of shares outstanding as of Aug. 10 to 2,615,668.

Ugast Promoted

(Continued from page 1)

viz. the entire Far Eastern operation of the territory, including India, Pakistan, Burma, Ceylon, Singapore, Indonesia, Philippines, Hong Kong, French India and Java. In the latter association with the Motion Picture Export Association, by which he is in the motion picture business for 26 years. Prior 1946, when he joined 20th Century, he was associated with Paramount and United Artists in posts Europe and the Far East.

**Say Wald-RKO To Sign Pact**

HOLLYWOOD, Aug. 10.—An agreement between the two sides under which the Jerry Wald-Norman Krause production company would make 15 pictures, after the present five-year RKO-Radio as an eightweek negotiation period draws to a deadline Saturday night, has been signed, it is said, and a pact has been worked out to order. Independent, said, the final details will be settled to their mutual satisfaction by Saturday.

The Walds, according to sources close to the negotiations, wanted to launch his own company, said today all matters have been agreed upon for the deal and that there anticipates no hitch on this point.

Asked whether negotiations would be continued beyond the deadline if this or other differences exist, Wald said, “There is no provision for continuation of negotiations beyond Saturday night. Besides, we have four other offers which come up for consideration Monday if we are not at the RKO before the setup here at RKO and want to stay here if we can so do on a basis that will enable us do our best work.”

Among the terms which has been working the negotiations for RKO, said, “I am confident the deal will go through now.”

Asked whether autonomy is among the final details to be settled, Tevis said, “That depends on what is to be sold in autonomy. The word has not come up in our negotiations. Certainly Wald-Krause would have complete autonomy in every business after it is set. On matters, such as how much the picture is to cost, who is to be in the pictures, and whether there is some measure of control, as is normal for the distributor. I have no doubt we can come to agreement about this.”

**Columbia to Make 2 OnDefense Activities**

Columbia is preparing to make two productions based on current defense activities in the nation's capital and overseas.

The projects are “The Flying Jeeps,” story of the Cuban observation planes which were used as these fighters in the Korean war, and “Pentagon,” a semi-documentary designed to show how security problems are handled in the Pentagon, headquarters of the nation’s military headquarters. Producer Robert Coen has submitted outlines of the stories to Defense Department officials in Washington.

**Hughes-Brandt**

(Continued from page 1)

effectiveness next January of warrants given now. The result has been a delay in closing the deal while lawyers endeavor to work out the problem.

Thomas Slack, Hughes' attorney, will remain in New York on that aspect. Whatever the actual delay will be closed whenever the problem is worked out, but delayed to predict how long it might take.

$37½c Disney Dividend

HOLLYWOOD, Aug. 10.—The board of directors of Walt Disney Productions declared a regular quarterly dividend of $37½ cents per share on its outstanding six per cent cumulative and redeemable preferred stock, payable Oct. 1 to holders of record on Sept. 16.
Gross Upturn Keys 20th-Fox Fall Program

To Offer What Showmen Asked in Spring Poll

Based on a polling of thousands of exhibitors who attended the company's spring show at Los Angeles last spring, 20th Century-Fox has set a three-point program to be launched in connection with its forthcoming Branch Managers' Conference in Sept. 3-30, Dec. It is announced by Andrew W. Smith, jr., vice-president and general sales manager. The poll showed exhibitors want:

1. More pictures of superior quality and broad appeal;
2. A more extensive public and trade merchandising program;
3. An expansion of autonomy operations in branch offices.

With this mandate in mind, president Speros P. Skouras and production chief Darryl F. Zanuck planned production expansion earlier this year, involving a release schedule of three major productions each month running through September.

The company has made a special appeal for a full historical picture release.

Continued on page 5

NLRB to Order Publicists Vote

WASHINGTON, Aug. 13—The National Labor Relations Board told 20th Century-Fox to order an election by publicists employed by the company.

 Voting will be by mail. It is held by the Screen Publicists Guild, ATSE. The vote is over following a hearing in Hollywood in June.

Andy W. Smith, jr., sales vice-president of 20th Century-Fox, and Herman Robbins, head of National Screen Service, will head the general sales managers and distribution committee, respectively, and in behalf of All American Veterans' Film "On Stage Everybody" for the industry.

"On Stage Everybody" stars Bob Hope and was produced in Hollywood with the cooperation of the Association of Motion Picture Advertisers. D. M. Brown, BDA command, made the announcement.

Three-Day Republic Meeting Opens Here

News of the company's new policy, "the most ambitious production plan ever undertaken," will be by president Herbert J. Yates and members of the executive committee and vice-president, to branch managers and home office executives at a three-day sales meeting to take place at the Republic home office today through Wednesday, where the company will climax recent sales meetings held in Chicago and Hollywood.

Reports will also be heard from (Continued on page 6)

20th’s Start-of-Show Policy Gets Mixed Trade Reaction

By CHARLES L. FRANKE

While exhibitors and circuit heads of this area have, for the most part, demonstrated reluctance at this time to venture opinions of 20th Century-Fox's "scheduled performances" innovation, an increasing number of showmen have undertaken to make tentative estimates of the plan. These estimates might best be described as mixed.

In general, there appears to be considerable curiosity about the policy of scheduled performances, which calls for the limiting of admittance to those who purchase tickets in advance for a specific performance and arrive at the theatre before the start of the feature picture, which must be shown singly.

One cinema head who chose to give a forthright opinion based on what he had read about the policy was Wilbur Snavely, operator of a small New Jersey circuit and president of Allied Theatre Owners of New Jersey. He said he did not believe the policy to be practical.

(Continued on page 5)

Smith, Robbins Will Promote 'Vets' Short

For any of the companies, including 20th Century-Fox, and Herman Robbins, head of National Screen Service, will head the general sales managers and distribution committee, respectively, in behalf of All American Veterans' film "On Stage Everybody" for the industry.

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Reports will also be heard from (Continued on page 6)

Depinet, for COMPO, Pledges the Film Industry's Aid to Truman

The American motion picture industry's "full cooperation in the present crisis" was pledged by President Truman today by Ned E. Depinet as president of the newly-created Council of Motion Picture Organizations. In a letter, Depinet advised the President that the Council was already mobilized to work with the government. The Council includes representatives of exhibitors, distribution, production, the Hollywood crafts and guilds, the trade press and Variety Clubs.

Depinet's announcement added that the objectives of COMPO are to improve intra-industry and public relations, and in addition to its cooperation with the Federal government and the United Nations, projects already voted by the Council include basic research, industry seminars in Hollywood and at the grass roots, and libraries of industry information in New York and Hollywood.

Wald and RKO Agree on 5-Year Pact

Deal Calls for 60 Films; To Invest $50,000,000

HOLLYWOOD, Aug. 13.—The biggest independent production deal in industry history reached its first stage late last night when terms of a contract binding Jerry Wald and Norman Krasna to produce 60 pictures during the next five years for RKO were agreed upon following eight weeks of continuous negotiations.

The contract calls for an investment $50,000,000 in production, with Bankers Trust supplying 60 per cent of the money to be used by the companies, syndicating by direct loan to Wald-Krasna. The pictures are to be made at the rate of 12 annually.

The deal, which got under way eight weeks ago when Wald obtained his release from his unsold Warner contract for a reported $15,000,000 advanced by Howard Hughes, called for Wald and Krasna to be at the RKO studio during the negotiations and to line up properties for the production program they would undertake if an agreement on policy and operational procedure were

Dietrich Due Back Here in Few Days

Noah Dietrich, RKO board chairman and chief representative of Howard Hughes in negotiations for the sale of the latter's controlling stock interest in the post-divorce RKO theatre company, is scheduled to return here tomorrow or Wednesday from the Coast and Houston, Texas. By the time, lawyers for Hughes and Harry Brandt may have a report ready on progress in endeavoring to work out warranties applicable next January for consummation of the deal by which Brandt's Trans-Lux Theatres would acquire the RKO Theatre stock from Hughes for a price (Continued on page 6)

Para's 'Boulevard' Sets a High at Hall

Paramount's "Sunset Boulevard" played to the largest non-holiday opening day business in the history of Radio City Music Hall Thursday, Russell V. Dowling, executive director of the theatre, disclosed. The gross (Continued on page 6)
Personal Mention

LYNN FARNOL, public relations adviser, will return here from the Coast on Wednesday.

HUGH OWEN, Paramount Eastern and Southern sales manager, and Hoyo MUSKUS have returned from New York from a tour of the Eastern territory.

LEO SAMUELS, Walt Disney Productions executive here, and Mrs. SAMUELS are attending Monday's Film Fete at Friday at Jamaica Hospital, Jamaica, L. I.

LOU LIPMAN, Monogram-Allied Artists advertising-publicity director, left here yesterday for his Coast headquarters.

GRAHAM KISLING, North Coast Theatres San Francisco district manager, left there yesterday for a vacation at Lake Tahoe.

HOWARD DIETZ, M-G-M advertising-publicity vice-president, will return here today from Hollywood.

CY BRAUNSTEIN, independent film exporter-importer, left here at the weekend for Denver.

RALPH MARTIN of Seventeen magazine, will return to New York today from a vacation.

HENRY GINSBURG, former Paramount publicity man, has returned to the Coast from New York.

ERIA STEEN, Los Angeles film attorney, left here over the weekend for the Coast.

Sam Hellman, 65, Scenario Writer

Hollywood, Aug. 13.—Sam Hellman, screenwriter who wrote many of the scripts for the early Shirley Temple films, died Friday at his Hollywood home. Among the films written by Hellman were "Poor Little Rich Girl," "Captain January," "The Return of Frank James" and many others.

Hellman entered the industry in 1927 with Paramount following a newspaper career as a police reporter. He won success as a short story writer. The widow, two daughters, and brother, Jack, a writer with Daily Variety here, survive.

Buffalo Variety to Honor Phil Fox

BUFFALO, Aug. 13.—Tent No. 7, Variety Club of Buffalo, will stage a Phil Fox testimonial on Monday, Aug. 28 at Transit Valley Country Club. Fox recently was promoted to the management of the Cincinnati branch of Columbia, following a long regime there. He is an expert golfer and other games in the afternoon can be followed by dinner and dancing in the evening. Chief Barker is Elmer F. Lux.

Tradewise... By SHERWIN KANE

THE spirit of compromise manifested at last week's meeting of the Council of Motion Picture Organizations executive board augurs well for the future of COMPO.

The meeting demonstrated that the diverse member organizations are capable of working together, of understanding and making concessions to important minority viewpoints, and of resolving inter-organization differences, united with a dispatch.

Similar issues are bound to arise in the future. The varied interests of the COMPO membership guarantee that they may come any time, from any quarter.

It is reassuring to know that COMPO's top level manpower is equal to the task when such crises, affecting the continuation of COMPO, do arise.

Instead of emerging from last week's trial a divided and, perhaps, fatally weakened COMPO, the organization's re-organization, COMPO instead stands stronger, more unified than ever because of the amicable resolution of the problem which confronted it.

COMPO has gained vastly in stature and in the confidence reposed in it throughout the industry, in his handling of the clash of wills within its ranks.

The results are well worth the test to which it was put.

The merits of Theatre Owners of America's dissatisfaction with the original COMPO resolution on wartime industry cooperation with government agencies call for no essay. It is sufficient that its objections were made in good faith and that further proposals offered in sincerity.

The problem involved was not one of aim, on which all COMPO members were in agreement, but policy in method. Time well may prove TOA's exception on the methods of cooperation with the government to have been justly taken.

Regardless of that, the exceptions were important to TOA. Important enough, we may assume, for it to weigh the future of COMPO in the balance. That was the problem. It will arise again, perhaps in the least expected quarters.

It is reassuring to know that it can confront and overcome such problems, COMPO succeeded in convincing many industry skeptics that it is the type of organization the industry needs urgently and that its future is vastly more secure than many believed.

Initial reaction from exhibitors to the plan showed few of scheduled performances announced by 20th Century-Fox last week for exhibition of its forthcoming release, "All About Eve," appeared in most instances to be one of "What will that company think up next?"

It is important that exhibitors are interested, even though many prefer to withhold judgment on the policy until they know more about the picture and why 20th-Fox believes it needs so unique a marketing treatment to advance ticket sales for non-reserved seats at specified performances, no one admitted to the theater after the start of the feature and a single billing.

The distributor has promised to tell them—and the public—all they want to know about the picture and the policy in extensive national advertising, publicity and promotion between now and its October-November openings.

The stated policy embodies showmanship of a high order in a popular picture service to aid the patron's enjoyment of an unusual motion picture by making it possible for him to see it as he would have wished from the beginning, and without the inconvenience of standing on line.

The policy heightens the entertainment value of the show, the exhibitor is selling. It is certain to re-capture theatre stay-aways; to give maximum enjoyment to the regulars. This will soon need smart exhibitors to take for it.

"We have only one policy at Warner Brothers Studios," Jack L. Warner informed you frankly in trade ads recently. "That is," he said, "to meet the highest entertainment demands of the public with profit to the exhibitor and to us."

The accompanying announcement of 12 new releases from now into January gave evidence that that straightforward, business-like policy is leading to successful realization. Story variety offering entertainment in abundance; intriguing new faces and new box office favorites, and pre-selling on the grand scale, would seem to be what constitutes the profit-policy.

Newsreel Parade

LATEST Korean developments are the Robins story here, the weight bout are current newsworthy highlights. Other sports headlines are also included. Complete covers follow:


Tex. Exhibitor Wins 20th-Fox Contest

J. P. Harrison of the Campus Theatre, Denton, Tex., was declared winner of the 20th-Fox Contest. Harrison is one of the "Mother Didn't Tell Me" showmanship contest, which was announced here before the week-end. In second, third and fourth positions, respectively, were Acker Theatre, Orpheum Theatre, Valentine; Eunice McDaniel, Rialto, Tulia, and Delmar Theatre, of the Fifth Avenue Theatre, Seattle.

Harrison received a $50 bond while the other winners received "Mother Didn't Tell Me" packages worth $250, $150, respectively. Judges of the nationwide contest were Frank Renbusch, president of Allied Theatres, Tex. Theatres of Gambling Enterprises, and Mrs. Reb Schwartz, of the Capitol Theatre in Dover, Dela.

Next 10 winning contestants will receive $100; the next 20, $75; next 50, $50; and the remainder (deemed best) will receive $25.

Entries were sent in from every corner of the U. S. and Canada, with the bulk of the contestants being from circuits. A spokesman for the company said it was unfortunate that more independent exhibitors did not enter the contest.

George Taif on Leave

DESMOINES, Aug. 13.—George Taif, Associated Press manager here, has taken a leave of absence because of ill health, Harold Wirtzine. Western sales manager, has not yet named a successor.

 Strike Ties Up Ansc

SINGHAMPTON, N. Y., Aug. 13—Productions halted Friday at the Anscro film plant where a strike of A. F. L. union resigned picketing.
CORRECTION!

In our advertisement in this paper on Friday reporting the opening business on

SUNSET BOULEVARD

we said:

"...opened to tremendous business
...at the Radio City Music Hall."

We Went to Press Before the Final Count!

We can tell you now with justifiable pride:

"SUNSET BOULEVARD" GOT THE BIGGEST NON-HOLIDAY OPENING GROSS IN THE HISTORY OF RADIO CITY MUSIC HALL!

Great press notices, too! But, most important—the public has recorded its enthusiastic acceptance.
Cash in on this great money-atraction now!

For, as always:
If It's A Paramount Picture It's The Best Show In Town!
for 1950-51

CIRCUITS, with who’s who and what’s what as far as can be known and recorded these busy, complex days of change.

DRIVE-INS, more than two thousand of them recorded now and more coming in daily. The best, latest and fullest list in the industry.

TELEVISION, all that is on the record up to closing time—stations, producers, programs, networks, the prospects and promises—and some figures.

THE ONE "MUST HAVE" REFERENCE

Motion Picture ALMANAC
Quigley Publications Rockefeller Center
New York City
propotion for merchandising its 11 top pictures to be released in the 17- week period.

The company has approved for its 27 domestic branches increased manpower and facilities to handle the expanded program in view of what promises to be a period of increased business in theater attendance.

Smith called as evidence of this, Labor Day weekend bookings already include 519 theatres which will play "The Black Rose," in Technicolor; "My Blue Heaven," Technicolor, and "Panic in the Streets."

October: "The Fireball," "Mister 880," and "No Way Out," which will have its world premiere at the Rivoli Theatre here on Wednesday, November 2
November: "Mine Own True West," "All About Eve" and "The Jackpot."

During the period, the company will offer two special events, the 1950 Fox gala on November 1 and "Fairwell to Yesterday." Smith announced that division managers had appointed the following divisional heads: Bryan Stoner, assistant Western division manager, West; Paul Wilson, assistant Southern division manager, South; John Feloney, Boston sales manager, New England; Tom McCleaster, Indianapolis branch manager, Central; Gordon Halloran, St. Louis branch manager, Mid-West; William Rowell, Buffalo salesman, Empire State; and Jerry Chernoff, Montreal branch manager, Canada.

Radio Promotions Set for 'Fancy Pants'

Paramount's new Bob Hope starrer, "Fancy Pants," slated to open shortly at the Paramount here, will be promoted starting Sept. 4 on all Chesterfield radio stations, including broadcasts and telecasts of Giant baseball games and the World Sports telecast program and the ABC's-Of-Musick Show. The latter two are on CBS.

A second deal announced by Paramount national advertising-publicity director Max E. Youngstein, has been completed with WNBC to use records of Hope statements for its round-the-clock station breaks.

Hamilton Thompson

Hamilton Thompson, one of the real old pioneers of the motion picture industry, died in Hartford last week. It was learned here at the weekend. Thompson is known as 'in' the Motion Picture industry, died in Hartford last week. It was learned here at the weekend. Thompson is understood to have been the first scenarist editor for the old Fox Film Company in New York and was active right up to the day of his death, as a newscaster on radio in Hartford.

Negro Actors Cite Zanuck

The Negro Actors' Guild of America will present an award to Dorothy P. Zanuck for his production "No Way Out." "No Way Out," a new play, will have its opening at the Shubert Theatre, here today, Linda Darnell, star of the film, will accept the award for Zanuck from Noble Sissle, president of the Guild.

FCC Insists on Probe of TV Applicants' Trust Records

WASHINGTON, Aug. 13.—Federal Communications Commission chairman Wayne C. Newboll told the House Interstate Commerce Committee on Friday that the Commission is strongly opposed to proposed legislation limiting its authority to review the anti-trust records of applicants from other fields for radio and television licenses.

He objected also to a portion of the Senate-approved McFarland bill which would make it possible for broadcast license applicants to make statements simply because of the economic competition which would result.

The Commission is currently seeking to complete the writing of a decision regarding applicants with records of anti-trust law violation. While it has not been learned that any uniform policy for dealing with such applicants will be adopted, the Commission fears that the McFarland bill—which has been supported by film industry lawyers—might be interpreted to prevent the consideration of an applicant's anti-trust record as a factor in determining his qualification for a license.

20th's Start-of-Show Policy

(Continued from page 1)

snapper allowed that it might very well be adaptable to certain theatres, such as neighborhood houses, but he could not foresee its succeeding at the Roxy, 20th-Fox's Broadway showcase, where the company will inaugurate it with the premiere opening of "All About Eve" in October. He based this view on the Roxy's tendency to cater principally to out-of-town visitors to the city, a large proportion of whom have "one eye on a train schedule" when they go shopping for motion picture entertainment here.

As Snapper foresees the policy in operation at the Roxy, the out-of-towners he described would not be willing to wait for a show to break if they could not spare the time to do so, but instead would patronize the other theatres nearby. His father, David Snapper, founder of the Snaper Circuit, supported these opinions.

Leo Brecher, head of the Brecher Theatres and president of the Metropolitan Motion Picture Theatres Association, declined to give more than a tentative opinion of the policy because he had been occupied with Congress of Motion Picture Organizations affairs since 20th-Fox president Spyros P. Skouras announced the plan last Wednesday, and therefore had not had time to examine it thoroughly. He said he thought it might work at a theatre such as his Plaza here, a specialized house that caters to "class" trade, although he appeared unwilling to have this accepted as more than a conjecture.

Truman T. Romushak, national president of the American Guild of Screenplay Writers, said he had not seen "All About Eve," a Bette Davis starrer, and therefore could not appraise the policy in conjunction with the film's particular qualities. Twentieth-Fox has described it as a picture which must be seen from the beginning and therefore one which is particularly adaptable to the policy.

One prominent theatreman here, the head of a national circuit, who asked that his name be withheld, said he was willing to accept 20th-Fox's decision of the picture and the company's statement as to its adaptability, but added he hoped to have an opportunity reached before an agreed deadline.

Although progress toward consummation was rapid, the negotiations appeared to slow down recently when autonomy and control became factors in the deliberations by Wald-Krasna demanding complete autonomy and RKO holding out for pre-production control over budgets and principal castings. Both sides made concessions on these points in the final hours before the deadline, set for last Monday.

Wald, 39, had been with the Warners studio for 18 years as a writer and producer, and in 1949 won the Academy's Irving Thalberg Award for distinguished contribution to motion picture production.

Krasna, 41, also has had a notable career as a writer and producer, winning an Academy Award in 1943 for the best original screenplay, his "Princess O'Rourke."

Both came to pictures from journalism. Wald was a columnist for the New York Graphic, Krasna was Drama Editor of the same newspaper and a staff representative of the Motion Picture Herald.

Dietrich Due Back

(Continued from page 1)

in excess of $8,000,000. The problem of making warranties which are given currently effective next January has delayed closing of the deal, on the terms of which the principals are in agreement.

"To sit down and discuss the plan at length with 20th-Fox executives so that he could form his own opinion of it."

Others ventured that it would require considerable time to empty houses between performances, and therefore on the premise that "time is money" in the exhibition business policy might prove costly to theatres. There will be no penalty clause for breach of the agreement, the company's position being only that the policy would be in the best interests of the public, the picture, and the theatre owner.

YOU'LL BE PROUD TO TELL THREE SECRETS TO EVERY MUSE PATRON EVERYWHERE!

THREE SECRETS

YOU'LL BE PROUD TO TELL EVERY MUSE PATRON EVERYWHERE!

UNITED STATES PICTURES PRODUCTION FROM BEAYE NOS.
**Review**

"On the Isle of Samoa"

(Columbia)

"ON THE ISLE OF SAMOA" treats an old theme in standard fashion but with an eye to exploitation angles. The story is that of the returning of old Isidore, who finds fascination in forgotten faraway islands peopled with sarong-clad girls and happy-go-lucky natives who, not knowing the value of money, live a presumably happier life.

Photography in soft sepia tone and incorporating some lively native tribal dances, the film has its moments of excitement and romance, with a little message tied in for those who overestimate the happiness that comes from the possession of money. It is certainly the kind of film family audiences should enjoy.

Produced by Wallace MacDonald, the picture was directed by William Berke without any attempt at originality. Brenda Marshall Greene wrote the screenplay which contains a number of lengthy orations on the importance of peace-of-mind.

Jon Hall as the hunted robber, who crashes on the little island while trying to escape, does the best he can under the circumstances. Greenleaf is credible as the old missionary who has elected to spend the rest of his days on the island.

Hall, with the stolen money in his plane and a murder-rap on his conscience, tries to leave the island as soon as possible. Susan Cabot, a native, falls in love with him and does not want him to leave. A volcanic eruption fails the take-off. Hall realizes he loves Susan and signals a passing boat to take him back to civilization. He leaves, promising Susan he will return.

Running time, 65 minutes. General audience classification, August release.

**Para.'s ‘Boulevard’**

(Continued from page 1)

For the day was $22,225. On the basis of business up to four o'clock Friday the day itself was approximately the same gross, giving the box-office close to $45,000 for the two days.

With weekend business correspondingly high, the film should do a lucky $170,000 or better for the week.

nounced the formation of an independent producing company and the engagement of Yma Sumac, Peruuvian concert singer, to star in its first picture. No release channel was named.

**Republic Meeting**

(Continued from page 1)


Present at the New York meeting will be: Edward J. Walton, assistant general sales manager; Walter L. Tyler, Jr., division manager; John P. Curtin, New England division manager; John D. McDonald, New York branch manager; John Alexander, manager of the sales department, and Edward Riester, manager of the service department.

Branch managers to be present include: William H. Hunsberger, Philadelphia; Arnold Neuman, Albany; Leon A. Herms, Buffalo; Frank Dervin, Boston; Jerome Lewis, New Haven; I. T. Sweeney, Pittsburgh; George H. Kirby, Cincinnati; Jake Flax, Washington; E. H. Brauer, Atlanta; J. H. Dillon, Charlotte; Harold Laird, Tampa; Sam Seplowin, Detroit, and I. H. Pollock, Cleveland.

Other executives present will include: William Sael, executive assistant to Yates; Richard W. Altschuler, president of Republic International; Douglas T. Yates, assistant foreign sales manager; John Petkanacs, Jr., treasurer; Steve Edwards, director of advertising and publicity; Milton Silver, executive assistant to Edwards, and Dennis Carlin, advertising manager.

**Will Cite Disney Films**

Walt Disney will present with a bronze plaque designating his "Treasure Island" the picture-of-the-month selection for May, by the Production Motion Picture Council, in accordance with the occasion of the Broadway premiere of his all-live-action Technicolor film at New York's Mayfair Theatre tomorrow. Leo Sanders will accept for Disney.

**Old Faces’ Still Pulling**

Hollywood, Aug. 13.—The public has been tired out by current Audience Research compilations made in connection with its continual audit of an individual player's ability to sell tickets at the box-office in the strength of his or her individual name alone.

Current tabulations of this continuous test ticket selling strength of established stars, according to Beverly Jones, A.R.P. vice-president, ticket selling strength of almost all long established stars has risen from two to six points since the winter of 1949 to 1950. Overall, with a couple of exceptions ticket selling strength of the established stars and those stars is at an all time high, with more stars performing better among female stars than among males. Consequently those who choose a widows interest in established stars as the major reason for the decrease of business at the box-office must look to other reasons.

No blanket approval

"This vote of confidence in the Hollywood star and player roster does not imply in any manner, that the American motion picture is not interested in new strength or the development of new stars and screen personalities," Jones said, adding, "Nor does it imply that there is no room in the type of picture and subject matter of all the pictures in which the established stars have appeared.

But Jones blamed, however, that if general, moviegoers are satisfied with the work of established stars and want the pictures in which the stars appear and the pictures have entertainment value," he said.

"These latest findings do not imply either that the film-going public won't buy tickets to see a picture having exceptional subject matter treatment having a combination of established stars and high enjoyment value due to exceptional subject matter treatment should lure plenty of ticket buyers.

**100 NBC TV Programs**

National Broadcasting in the fall will be re-enacting each week more than 100 individual television programs from New York City.
J.K. Grosses Start Climb, Report Shows

But Taxes Up, Too; Film Rentals Average 35.9%

By PETER BURNUP

London, Aug. 14.—During the 1st quarter of the current year, London did not have the $633,000 paid admissions to British theatres, representing a gross of $804,000 ($78,312.00), according to results of the first authorized inquiry into the trade's fiscal set-up, just published in the Board of Trade Journal.

In the first quarter of 1949, theatres paid £461,000 ($24,900,080) in entertainment tax. In the first quarter of this year, they paid £3,939,000, an increase of £2,260,900 ($1,336,400). Of the £10,180,000 left to theatres for entertainment tax, they paid £6,207,000 ($18,191,600), or 35.9% for film rental. Average payment for admission was 18.1d., although there were marked regional differences, prices in the South being higher than in the North.

The questionnaires were sent to 4,092 centres, all but 109 of which sent in replies.

On the production side, the report was less favorable, showing that half

Ben Marcus Wants Rodgers to Head Up Arbitration Board

MILWAUKEE, Aug. 14.—An arbitration board headed by a drafted William F. Rodgers has been proposed by Ben Marcus, head of the Associated Independent Theatre Owners of Wisconsin.

At an AITO board meeting, Marcus suggested the adoption of an arbitration plan which could be adopted on a national basis. The Wisconsin unit, Marcus said, has always felt that in order to create unity in all branches

31 Are Named to Aid Vet Film Production

Thirty-one distribution chairs in exchange centers of the country were named yesterday by Andy W. Smith, chairman of the sales managers committee, and Herman Robbins, chairman of the distribution committee, for the handling of the Disabled

Allport Bringing U.K. Pact Terms Here Next Week

SIMPP in New Push For Markets Abroad

London, Aug. 14.—F. W. Allport, London manager of the Motion Picture Association of America, hopes to be able to leave for New York by plane early next week with a completed draft of the new agreement providing for the conversion into dollars of American film companies' sterling earnings.

Allport has been meeting regularly with London representatives of the American companies on a draft implementing the agreement reached in principle by Eric Johnston, Ellis Arnall, James Muirfield and Harold Wilcock, president of Britain's Board of Trade.

It is understood that under the chairmanship of R. C. G. Somervell a committee of officials has been similarly engaged on behalf of the British government. It is anticipated that Allport and Somervell will meet this week in an endeavor to match up the documents each has prepared.

LEGION LEADER URGES MAKING OF ANTI-COMMUNIST PICTURES

Zanuck to Set U.K. Production Plans

London, Aug. 14.—Darryl Zanuck, who is expected to arrive here from New York by plane on Thursday, will complete details during his visit on 20th-Century-Fox's British production following the new Anglo-U. S. remittance agreement.

(Continued on page 5)

Says Theatres Will Again Be Integrated in Emergency

ALBANY, N. Y., Aug. 14.—Thomas W. Ryan, director of the State Division of Safety and member of the nine-man State Civilian Defense Commission, said here today that "based on my experience in the last emergency, in which I played a part in the defense setup of the largest upstate city" (Buffalo, where he was then chief inspector of the police), "I would say the same procedures will prevail this time—theatres will be closely integrated into the new effort."

Ryan added: "Among the public supporting groups, the theatres have

Green Urges Defense at 'IA' Convention

DETROIT, Aug. 14.—More than 1,000 persons crowded into Detroit's Mason Temple this morning to start the five-day convention of the International Alliance of Theatrical Stage Employees.

The convention was opened by E. Clyde Adler, president of Local 812 and chairman of the Detroit IA locals

See Definite Trend in Film Income Rise

Product Credited with General Business Boost

Theatre business still is marching back, with box-office revenue throughout the country continuing to pick up in encouraging fashion, distribution and exhibition executives stated here yesterday. The majority agreed that the upswing over the past several weeks is definitely indicative of a trend, with no let-up in immediate view.

Credited with the new box-office vigor is the flow of product from all the companies, Sol A. Schwartz, head of RKO Theatres, said there has been "a predominance of good pictures and more are coming. One important aspect of the condition today, however, is that a few months ago even the quality product wasn't faring too well, Schwartz added.

He reported the improvement was first noted about a week ago and looks upon the continued upswing as "more encouraging."

Neighborhood situations as well as

(Continued on page 5)

Big Week at NY 1st Runs; $165,500 for 'Sunset,' A Record

While a few spots are still drawing modest income the majority of New York's first-runs are taking in big money this week with the overall business picture the brightest since the Easter holiday period.

The situation at the Music Hall is spectacular, "Sunset Boulevard", with the stage presentation is headed for an initial week's take estimated at $165,500, representing a new all-time record for the Hall in a non-holiday week. "Three Little Words" opened

Louisa' Maintains Record Chi. Pace

CINCINNATI, Aug. 14.—With a record $35,000 in the till of the Chicago Theatre for its first three days, Universal's 'Louisa' appears certain to end this week with an outstanding gross of $65,000 or better.

An estimated 20,000 persons entered
WARNS TELECASTERS OF CENSOR THREAT FROM TV WRESTLING

COLUMBUS, O., Aug. 14—Professional wrestling as shown on TV may invite a public demand for censorship, said Dr. Clyde H. Hines, state director of education and chief of the division of film censorship. He had previously stated that the current TV plans no bills for censoring television.

"During practically every wrestling match, there is the 'tale of the song,'" he said. "It says there is the actuality that pays to break rules, participate in poor sportsmanship, and carry on behavior contrary to the rules of the game and thus gain unfair advantage over a competitor rather than to play fairly."

"The teaching damage to children and youths becomes all the more serious when constant repetition of "out of bounds' behavior is not seen by the referee, who is supposed to check on unethical behavior."

Sadak and Kate to be the reason for a temporary cloistering of its 1,900-seat Coliseum Theatre. The house is expected to be re-opened in the fall.

The Garrick, located in the Loop, has been operating since the Jackson Park drive primarily on a dual price policy, or with secondary-first run films, all or some of which the theatre ran top features when permission was granted for more than the two-week limit.

B. & K. CLOSE LOOP HOUSE: 'No Product'

CHICAGO, Aug. 14—An inability to obtain sufficient product for its Loop house has led the theatre to close its catalytic conversion system is said by Balaban and Kate to be the reason for a temporary cloistering of its 1,900-seat Coliseum Theatre. The house is expected to be re-opened in the fall.

The Garrick, located in the Loop, has been operating since the Jackson Park drive primarily on a dual price policy, or with secondary-first run films, all or some of which the theatre ran top features when permission was granted for more than the two-week limit.

HONOR BROWN AT DINNER


"Proclaims 'Jimmy Time'

BOSTON, Aug. 14—Gov. Paul A. Dever today assigned by proclamation designating the period between Aug. 31 and Sept. 15 as "Jimmy Time" throughout the state. Martin J. Mulvaney, president of the Provinces' and co-chairman of the 1950 Jimmy Fund Drive, said the entire film industry in Massachusetts is mobilized for the drive.

PERSONAL MENTION

FOSTER M. BLAKE, Universal-International Western sales manager, has returned to New York from Chicago.

LUIGI LURASCHI, head of censorship at Paramount and Hollywood studio, will leave here Wednesday for the Coast, following a visit to Paris, Rome, and London.

SOL LEEER, independent producer, and Mrs. Leeer, who had been in Los Angeles, will leave there Friday for France. They plan to return to the Coast early next month.

Harold Wirthwien, Monogram Western sales manager, returned to Hollywood yesterday from a trip to his territory.

MILTON SPERLING, head of United States Productions, is recuperating at his Coast home from a virus infection.

CHARLES SIMONELLI, Universal-International exploitation director, was in Columbus, O., yesterday from Chicago.

JAY M. SOCHEN, Universal-International special films division sales head, left here last night for New Haven and Boston.

Myer Schine is Cited by Albany Publisher

ALBANY, N. Y., Aug. 14—J. Myer Schine, president of the Schine Circuit and Schine Hotels, was cited at the weekend by Fred J. Archibald, publisher of the Albany Times-Union, for his "long service in two fields." Schine, his wife and his brother, Louis Schine, vice-president of the circuit, were introduced by Archibald from the floor at a dinner marking the opening of the newspaper's new publishing plant here, which was held at the Hotel Troy.

FLOATS TOUR LOEWS' N.Y. NEIGHBORHOODS

A cavalcade of floats toured Loew's neighborhood theatre areas here over the weekend to herald the company's "New Wonderful Movie Season," officially scheduled to get under way tomorrow. First appearance of the parade was in Times Square at the opening of M-G-M's "Three Little Words" at Loew's State, last week. Participating in an impromptu entertainment were Arlene Dahl, Harry Ruby and Helen Kane.

For additional stories, please see the attached material.

20TH-FOX, Mooney Close Product Deal

Cleveland, Aug. 14—Twenty-Fifth Century Fox has closed a deal for one block of pictures with Milton A. Mooney, president of Warner Brothers Pictures Corporation, for approximately 130 theatres. "Co-op" has been under negotiation for almost 20th-Fox for the past four months until this deal was concluded by Ray Mooney, 20th-Fox district sales manager here.

1A Convention

(Continued from page 1)

committee, who introduced temporary chairman Roger M. Kennedy, 6th 1A vice-president. Speeches of welcome were made by Louis Miriani, of the Detroit Coca-Cola Company; Philip Hart, representing Gov. Williams; John Reid, State Commissioner of Labor; George Dean, president of the Michigan State Federation of Labor and Frank X. Martel, president of the Detroit and Wayne County Federation of Labor.

William Green, president of the American Federation of Labor, who had just returned from an 8-weeks' tour of Chicago, spoke about the Korean war and recommended a strong national defense program.

"Americans can no longer safely pursue a business as usual policy," he said. "The only language Soviet Russia understands...is power," said Green. Green also hit at inflation and urged a national defense program.

Ray J. Colvin, executive director of the Theatre Equipment Dealers Association, speaking for the Detroit Motion Picture Exhibitors Association, also spoke.

Presser said he had made a shorter introductory speech, but left his main message until tomorrow's meeting. The appointment of committees followed Walsh's talk.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

SUNSET BOULEVARD

William Holden, Erich Von Stroheim

A Paramount Picture

3 MONTHS FOR 'CITY LIGHTS'

"City Lights," the 20-year-old Chaplin film which has had a three-week run at the Paris Theatre here will end its engagement on Aug. 21, and for its next offering the Paris will present (starting Aug. 22) "Paris After Midnight," a film directed by the Gallic husband-wife team, Yvonne Printemps and Pierre Fresnay. The film is produced by Michelangelo in the U.S. by Lux Film.
He hated to work, he hated to fight... But he tamed the toughest range war in the West!

Starring

Joel McCREA • Wanda Hendrix

with John Russell • John McIntire • Jeanette Nolan

Story and Screenplay by Harold Shumate • Directed by Hugo Fregonese • Produced by Leonard Goldstein
Cites 'Arsenal' Of UN Films

The United Nations' "expansive ar- senal of inspiring and informative films" available to motion picture theatre managers will be used wherever possible to combat the threat of 'mass-communication' and intolerance," Theatre Owners of America executive director Gaal Sulli van told the Associated Press in a statement which will be published in an early issue of the U. N. Film Distributor, author ized for reproduction.

In his statement, Sullivan terms motion picture "munitions for the mind —to battle racism. He said he did not know how to synthesize the two, motion pictures not being his primary field.

The Bishop reported that the picture situation, from the Legion viewpoint, is "a little easier," principally because few foreign films have recently been imported. He pointed out that for eign make films are the ones which must be vigorously deviate from Legi

on standards.

Zanuck to Set

(Continued from page 1)

dent, stated earlier the company planned to make four top features here in the first quarter. The first was the just completed "Mudlark," starring Ernie Dunn. Early next month, Louis B. Mayer arrives "Highway" at Denham, with Henry Koster directing. The remainder, Skouras hopes could be arranged under the terms of the new remittance agreement. It is now reported that the company will widely extend the original schedule.

In addition, announcements are expected momentarily from Paramount, which is reported to plan four British productions, and M-G-M, which may make five here.

Zanuck, Skouras Call

On President Truman

WASHINGTON, Aug. 14—President Truman was given a fill-in this after noon on the weekend conference of the Advisory Council to the Chief Sig nal Officer by Darryl F. Zanuck. A reserve colonel, Zanuck is a member of the Council.

It was reported that Zanuck ad vanced several ideas during the conference for Hollywood cooperation with the Signal Corps in production of industrial films.

Zanuck also told the President that 20th Century-Fox is preparing for early release a special short on the background of the Korean incident—apparently an "indoctrination" film for civilian America.

Syrkos Skouras was also here, but on a Greek War Relief mission.

Robbins Opens Week's Meet Of NSS Managers Here

National Screen branch managers began a full week of home office meet ings yesterday for the purpose of gen eral business discussions with Ber ry ian president, George Dembow, sales vice-president, and William B. Breuer, vice-president in charge of operations.

This is the second of three sched uled meetings of groups of managers with home office executives at the first was conducted during the week of July 10. The third is sched uled for the week of Aug. 21.

In addition to business sessions, managers will be provided with a tour through American Display Corp., Na tional Screen's screen plant, and a similar trip to the NSS tabulating large in the Funk & Wagnalls Poster Corp.

Managers attending the meetings are: Louis Pat, Kansas City; Milton Flom, Los Angeles; George Monahan, Portland, Maine; Minneapolis; Irving Staced, Chicago; William Rein, Cincinnati; Max Halden, Detroit; H. T. Liebtag, Indianapolis; John McEwen, Mil waukee; H. A. Washburn, St. Louis; P. W. "Doc" Allen, Dallas; Gilbert Clark, Oklahoma City.

New York Grosses

(Continued from page 1)

strong at Loew's State with close to $42,000 apparent for the first week. "Abbott and Costello in the Foreign Legion" is fair enough at the Cri tus for $15,000 is likely for the week.

"Our Very Own" is holding up very well at the Victoria with a proper show for "The Furies," and "Two for the Joker," was replaced with "The Furies" on Aug. 10. "Kiss Tomorrow Goodbye," with J ohn Hodiak, is doing well at the Strand, is continuing at a strong pace with about $40,000 apparent for the second week.

"Pan in the Street," with Frances Langford and an ice revue on stage is likely to reach $25,000 in its sec ond and final week at the Roosevelt, which is strong revenue. Next at the Roxo will be "Stella," with Milton Berle, and "Our Very Own" "Treasure Island," will open at the Mayfair today following seven weeks of "Desert Island." The latter did about $12,000 in its final stanza, which is fair enough.

"The Petty Girl" will bow in at the Capitol on Thursday, succeeding "A Lady Without Passport." Accompanied by Pearl Bailey and Jack J ackson, orchestra, among others on stage, "Passport" should do about $30,000, mild business, in its second and final week.

'Vet' Film Promotion

(Continued from page 1)

American Veterans short subject, "On Industry," is Everyone's favorite. The chairmen are: Albany, Danny Houlihan; Atlanta, Fred Bostor; Boston, Jim Connolly; Buffalo, El lard Miller; Charlotte, Al Duren; Chica go, Tom Gilliam; Cincinnat i, J. S. Arolese; Cleveland, Oscar Ruby; Dal las, John Soulan; Denver, R. C. Hill; Des Moines, Jim Veldes; Detroit, W. D. Woods; Indianapolis, G. J. Keating; Kansas City, Lew Lewis; Los Angeles, Jack O'Laugh linen; Memphis, Ed Williamson. Also, Milwaukee, John Nem gen; Minneapolis, William H. Work man; New Haven, Arthur Green field; New Orleans, C. James Bryer; New York, Sid Haim; Oklahoma City, Ralph B. Williams; Omaha, J. M. Weiner; Philadelphia, William Schmitt; Pittsburg, Soa glett; Portland, Ralph Amacher; St. Louis, Harry Haas; Salt Lake City; Gifford Davison; San Fran cisco, Neal East; Seattle, Sam S. Davis; Tampa, Harold Larred; Re public; Joseph Breechen.

Robbins Opens Week's Meet Of NSS Managers Here

Adm. McIntyre Sponsors Private Showing of 'On Stage Everybody'

Ross T. McIntyre, chairman of the President's Committee for National "Emplor the Physically Handicapped" is planning the opening of a dis abled American veterans' film, "On Stage Everybody," starring Bob Hope and "Fun on Wheels Revue," to a spe cial conference here of 500 leaders of business, labor, government and pri vate groups.

McIntyre commented the associa tion of Motion Picture Producers for performing "a major service" to this country in the production and distribution of the Paramount film, which tells the story of disabled veterans.

Would Draft Rodgers

(Continued from page 1)

of the industry, we must make a concerted effort to settle all differences within the industry rather than without.

They should be handled on a local level, and if necessary, should they be submitted to a national arbitration board.

McIntyre found out that weaknesses in the past arbitration systems were greatly due to the lack of experienced men who did not lack a thorough knowledge and background knowledge, and suggested that a man such as Rodgers, vice-president and sales manager of Metro-Goldwyn-Mayer, should be drafted for this type of job.
Review

"Tea for Two" (Warner Brothers) Hollywood, Aug. 14

PRODUCER William Jacobs and director David Butler, the superbly treasured talents responsible for "Look for the Silver Lining" and other rare entertainments, have again joined forces against a failure. Their picture is firmly tailored to the known tastes of today's young and not so young. Rich in song, dance and humor, and shot in the best Technicolor tradition, the picture grips Doris Day, Gordon MacRae, Gene Nelson, Patrice Wymore, El Arden, S. Z. Sakall and Billy De Wolfe precisely the things to do which does best. They do it so well in this instance that the 101 minutes of running time seem like half that.

The leads branch of the CEA has declared that it will withdraw from the industry machinery being created to give the pool universal representation on the pool's board is accorded CEA, and unless the tax formula is improved with respect to ticket prices so that a financial benefit is assured.

In the latter regard, the CEA branch feels that the proposed levy of a farthing a seat might induce patrons to buy cheaper seats, which would result in a loss of revenue. It claims that the levy should be based on a percentage of actual receipts, instead of the farthing per seat plan.

Press Plans for New UK Children's Films

London, Aug. 14.—The Association of Specialized Film Producers is making headway with its proposed Children's Entertainment Films Trust, following the shutdown of J. Arthur Rank's children's films department.

The association suggests that financing of new children's films might come from the early entertainment tax production pool, based on estimated attendance of 1,500,000 children weekly at British theatres, at the tax pool basis of a farthing per seat. The association also suggests that the government might contribute a sum equal to that made available from the early pool.

Rapper Setting 'Lord Johnny' in London

London, Aug. 14.—Irving Rapper has arrived here to prepare for production of "Lord Johnny," to start early in September. To be filmed in Technicolor, it will star Cornel Wilde with an otherwise all-British cast.

Rapper will direct. Negotiations for distribution and studio space are in progress.

O'Brien to Be Honored

London, Aug. 14.—Tom O'Brien, head of the National Association of Theatrical and Kinem Empoyes union and Member of Parliament, will be honored by the industry here on the occasion of his 50th birthday, next Thursday. He entered the business in 1918.

U. K. Grosses

(Continued from page 1)

the sound stages in producer-operated studios were idle at the end of the first quarter. The number of production quarters of the stages were idle, a sharp increase from the end of Dec., 1949. There was an accompanying further drop in studio employment.

First Deal for Supercinecolor

Hollywood, Aug. 14. — With an initial contract for five pictures, Columbia will be the first company to use Supercinecolor in its new three-color process, known as Supercinecolor, according to Karl Herzog, Cinecolor's director of development.

"Red Rocks," now shooting, will be the first in Supercinecolor.

The new process made available at up to 5.2 cents per foot, uses Eastman's new color negative from which three color negatives are made for processing under Cinecolor's own laboratory system.

"Our ability to process both two-color and Supercinecolor pictures is a decided trade advantage," Herzog stated.

For Higher Budgets

"With its two systems Cinecolor is the only laboratory equipped to meet the varying budget and production demands of all producers. The low cost Supercinecolor is the chief factor which has made these two systems popular with producers of low-budget outdoor action pictures. The use of Supercinecolor by higher budget producers who are able to take advantage of the extra qualities which Supercinecolor has to offer," Herzog said that plant capacity will limit the use of Supercinecolor to two pictures per month for some time to come.

J. Cooper, Manager

COLUMBUS, O., Aug. 14.—Jim Cooper, 63, former theatre manager in Springfield, Ohio, and Grand Rapids and Kalamazoo, Michigan, died here after a long illness. In recent years he has been a weatherman on WNBS and WELD. He managed Gus Sun's Springfield house and Butterfield houses in Michigan.

William H. Heald, 73


Adam J. Paul, Pioneer

COLUMBUS, O., Aug. 14.—Adam J. Paul, 74, pioneer local Gallion show- man, died at his home in Springfield, Ohio. He purchased the old Nickelodeon in 1907 and later owned the State.

Trotti's Son Killed

Lamar Trotti, Jr., son of 20th Century-Fox's $500,000-a-year man, and Lamar Trotti, died in an automobile accident last Thursday on the Coast. Trotti was killed instantly. Smith's son, John, was seriously injured in the accident. Young Trotti was 18, his brother is 14.

For Quality of Workmanship

Look For This Label

PHOTOGRAPHED BY MEMBERS OF LOCAL 644
EVERYBODY'S SAYING:

"Fancy Pants is better than 'The Paleface'!

They've Got You Covered, Bob—With RAVES!

"Should click as solidly as 'The Paleface'."
—Variety

"A hypo to theatres—to ensure a big jump in receipts."
—Showmen's Trade Review

"Everybody in the business should be happy with 'Fancy Pants'!"
—M. P. Herald

"Gosh-dangdest roundup of gags ever staged ag'in sagebrush back-ground!"
—Boxoffice

"All Hope—and he has a field day."
—The Exhibitor

"All stops pulled out in . . . one of delights of the season."
—Film Daily

"A jubilant laugh riot."
—Hollywood Reporter

"Technicolor handsome frame to merry shenanigans!"
—M. P. Daily

Hurry! Get Your Date To Play It During Paramount Week—Sept. 3-9
Wald-Krasna Set Royalty Basis for New Company

Offer Lazarus, Jr., New COMPO Post

Paul Lazarus, Jr., former assistant to the president of United Artists, is being sought for the second-ranking salaried position in the Council of Motion Picture Organizations. The post of assistant to Arthur Mayer, now president of COMPO, has been offered to Lazarus.

Lazarus plans of the latter report he has indicated privately he will not accept. However, his reply is not expected by COMPO before the end of the week.

New UA Financing Awaits Report by Company Auditors

The new United Artists management is awaiting completion of a full report by company auditors, due on Monday, before financing both corporate operations and production is set, it was said here yesterday in explanation of the delay in this matter.

Paul V. McNutt, board chairman, is said to have assumed virtually full control of the company in bringing in a new capital and to date has not disclosed his plans even to UA president Frank L.

Columbia Pays Off $600,000 on Loan

At the conclusion of the first year of Columbia’s five-year loan agreement which permits the company to borrow a maximum of $10,000,000 under an arrangement involving four financial institutions, repayment of $600,000 has been made, it was revealed yesterday.

At present there is $5,400,000 outstanding under the arrangement.

On Aug. 12, 1949, Columbia entered into an agreement with the First National Bank of Boston, Bank of America, National Trust and Savings Association and the president and directors of The Manhattan Co., under which loan maximums of $10,000,000...

British Pact Approved by SIMPP in NY

Group Also in Bid For 124 Permits for Germany

The new trade pact with England allowing U. S. companies a minimum of $17,000,000 in remittances for a one-year period was unanimously approved in principle by the Eastern distribution committee of the Society of Independent Motion Picture Producers at a meeting here yesterday.

The group adopted a resolution recommending ratification by the SIMPP board of directors and executive committee when all of the details of the British agreement are worked out. SIMPP president, G. Arnall said he will be on the Coast next month with the full report, which is now being awaited, on the various provisions on earnings convertibility and will personally present it.

Truman Given UK Pact Data

WASHINGTON, Aug. 15.—President Truman this morning received a detailed report on the new British film agreement, as well as a pledge that extreme care will be used in the selection of features for overseas showing.

Pinanski Signs TOA To COMPO Bylaws

Boston, Aug. 15. — Samuel Pinanski, Theatre Owners of America president, today signed in behalf of that organization the by-laws of the Council of Motion Picture Organizations. This means that all 10 charter members of COMPO now have signed.

During the COMPO board meeting in New York last week it was indicated that signing by TOA executive director G. E. Sullivan would be valid. Apparently, however, it was decided that Pinanski should sign.
Personal Mention

SAM SEIDELMAN, Eagle Lion Classics general foreign manager, was in New York at the end of the week.

HARRY O. BERKKAMP, ASCAP Philadelphia district manager, has been recalled by the U. S. Navy to serve a six months hitch. ALVIN will take over in his absence.

JEROME M. EVANS, Universal-International's home office exploitier, will join national exploitation and promotion offices in CHARLES S. WILSON in Washington.

Robert Goldstein, Universal-International's studio Eastern representative, left for the Coast yesterday.

JACK GLENN, president of the Eastern Screen Directors Guild, has returned to New York from France.

PAUL KAMEY, Universal-International's publicist, is in Phoenixville, Pa., from New York.

Columbia Using TV For 'Petticoat' Promotion

Television is playing a key role in the national promotion campaign which Columbia is launching this week in New York, under the direction of Betty Girl at the Capitol tomorrow. Highlighted in the campaign are Jules Carter and the four "Petticoat Girls" currently on a personal appearance tour of Loew's neighborhood theaters as part of the build-up for the Capitol premiere. Integrated with the personal appearance tour are a series of eight guest spots which the quartet are doing on TV shows during their first eight days in New York.

Wants Liaison on Coast

Hollywood, Aug. 15.—George Murphy, president of the Hollywood Coordinating Committee, today dispatched a letter to Secretary Louis Johnson that a "single military liaison be set up in Hollywood who would be the official liaison with our State Department, and the official channel through which would come all re quests for Armed Forces entertainment by Hollywood personalities."

Sherman to Manage

Washington, Aug. 15.—Signing of a contract and agreement between Sherman, pub lic relations consultant and one-time Columbia Pictures publicist, will take over for A. Z. Williams. Under the agreement, Sherman will operate the newly renovated house as an "art" theatre.

Name Ungar's Successor

Hollywood, Aug. 15.—Joseph Schoenfeld, with the William Morris office, has succeeded Arthur Ungar, deceased, as editor of Daily Variety. Schoenfeld was with the Morris office for 20 years before joining the Morris agency.

Warner Launches Search for Original Story Material

Hollywood, Aug. 15.—Warner Brothers has launched a full-scale search for original stories, it was disclosed here today by production vice president Jack L. Warner. "We need more elements," he said. "Stories, created for the camera, require no doctoring to be brought to their feet."

Warner also pointed out that the creation of originals directly for the screen relieves the industry of dependence on standard plays, magazine articles and other sources.

We particularly want newspapermen, to tell us about their pet original story ideas," Warner disclosed, "We believe their close-up view of life can contribute for original story ideas of every great vitality to the screen."

"We are working now on a plan which will tell every newspaperman in the country who covers any kind of beat and has any kind of idea on how he can best get his story idea to us."

"We will implement our plan to bring more originals from more writers to our story department for consideration with a special budget of flexible nature. It will be a steady, continuing routine of studio operation. We won't limit ourselves on story prices. We will pay what we believe is a just reward," Warner added. "And we have a high regard here for originals. We'll buy a good idea, however short the story may be, which will always prefer to buy the story as original as possible."

Paramount's "On Stage" Continues At Record Pace

Paramount's "Sunset Boulevard" continued its record-setting pace at Radio City Music Hall here yesterday, putting it in the six-week sweepstakes.

It appears centered in a $170,000, for the first week, a record for any non-holiday week at the Music Hall.

This extensive advance publicity and advertising campaign on the picture is being generally credited with the outstanding box-office performance.

Mullin Speaks For Jimmy' Drive

Boston, Aug. 15.—Martin J. Mullin, president of New England Theaters and co-chairman of the industry's "Jimmy 000" campaign, has addressed research on children's cancer, spoke today at a meeting of Western Mass.- Chapter at Springfield, Mass., where he addressed the annual golf tournament dinner of the Connecticut MPTO at the Racebrook Country Club, Orange, Conn., tonight.

Accompanying Mullin were William F. Bouvier, former secretary of Variety, and Edward X. Callahan, 20th Century-Fox Northeast district manager.

Five Will Promote DAV's "On Stage"

Publicity committee to handle the campaign will be headed by 20th Century-Fox's American industry-made film, "On Stage, Everybody," was named yesterday by the DAV.

Chairman of the committee is Siring Shillphabet of 20th Century-Fox, aided by Bert Champion, Paramount, who will handle radio; Bob Ferguson, Columbia, newspapers and columns; Jimmy O'Neill, 20th Century-Fox, magazines; Ira Tulipan, 20th Fox, trade papers.

ABC, Kinter Sign Pact

American Broadcasting Co. has signed an agreement with Robert E. Kinter, for a new five-year term. His salary is reported to be $75,000 annually, plus a royalty which is pegged at $50,000 on old contract, which would have ran to Dec. 23, 1953, with bonus provis ions which would bring the total to a maximum of $100,000.

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Full-page Newspaper Ads for 'No Way Out'

Full-page ads for 20th Century-Fox's "No Way Out" appear in the New York Times and New York Herald-Tribune today, linked with memorable pictures released by the studio. The campaign runs until October. The "No Way Out" opens at the Rivoli Theatre today but the full-page ads make no mention of the opening. For that information they refer readers to advertisements on the amusement pages.

Orbit Films Expanding

Orbit Films, producing unit of Dimension, Inc., has established an office in Hollywood, according to an announcement by Robert Gardner, president of the corporation. Business will be conducted through both New York and Hollywood offices:

A new program calls for working on locations in various parts of this country and will produce feature-length films; shorts and documentaries; Orbit is judging production for each category for release during the coming months.

Fostoria Cancels Tax

COLUMBUS, O., Aug. 15.—The Fostoria City Council has repealed the 10-cent per $100 assessment tax on nonresidential property in the City. The tax was imposed in 1945 to raise funds for a new High School building.
IF YOU WANT GOOD NEWS—PHONE YOUR M-G-M EXCHANGE!

"THREE LITTLE WORDS" smash opening at Loew's State, N. Y. and in its first 45 cities tops sensational "FATHER OF THE BRIDE," "ADAM'S RIB," "DUCHESS OF IDAHO" and is very close to that boxoffice darling "ANNIE GET YOUR GUN."

More Good News!

"SUMMER STOCK"  
(Technicolor)  
Judy Garland • Gene Kelly

"A LIFE OF HER OWN"  
Lana Turner • Ray Milland

"TO PLEASE A LADY"  
Clark Gable • Barbara Stanwyck

"KING SOLOMON'S MINES"  
(Technicolor)  
Deborah Kerr • Stewart Granger  
—And lots more!
Walsh Reports on Pensions

(Continued from page 1)

convention report today, the first of its kind since the union convened two years ago in Cleveland. It ranged across the entire spectrum of "IA" activities during the past 24 months, and was summarized by the union locals.

"The International Alliance has grown—grown in size, in financial resources, in the numbers of its membership, and in the success of our labor contracts and in the healthy respect of all men: union people; non-union people and the general public alike."

The New York projectionists pension gains, the agreement which was disbursed by Morris Daily on July 31, stands out as one of the "IA"s most significant achievements in the past two years. Importantly, as a testament to the union's commitment, he hopes that "the ice may now be broken, that pension plans may grow and spread throughout the Alliance."

Renews Pension Pledge

To date, Walsh reminded, "at least three locals have pension provisions—or some or all of their members. These include the above-mentionedubs at our last convention: The Interna- tional stands ready to help—wherever required, whenever required.

The greater part of today's convention activity comprised the presen- tation of the president's report. Tomor- row will be marked by addresses by Motion Picture Association of America president Eric A. Johnston and Screen Actors Guild Film administration Kenneth Thomson.

Walsh, who reminded that a "pension plan is not necessarily out for the duration of the pres- ent five-year basic agreement" between the studio unions and the producers, indicated that in the final analysis it is up to the locals to decide for them- selves whether they value pension provi- sions above wage increases at this time.

In this connection he cited a choice made recently by New York Labora- tion locals. When a motion picture local was offered a plan whereby a 10 p.c. rate increase could be used, if desired, to establish a pension and welfare fund. In New York, however, the decision was to apply it as a straight 10 p.c. raise in wages.

Insalar as the Hollywood basic agreement is concerned, Walsh said that the Coast contracts are responsi- ble for wage adjustments as of Oct. 25, 1951, and Oct. 25, 1953. "Such adjustments," he declared, "could be based on the cost of living or either current wages or their counterpart after retirement—or both."

Present Emphasis on Wages

Walsh noted: "Within the past two years, we have gained through the collective bargaining experience, most "IA" locals have preferred to concentrate on maintain- ing and, when possible, improving their present wage scale—rather than to seek pensions now."

Walsh opened his address with a statement of "the infamous Tait-Hartley Law."
He said that some employers, whether frightened by television or assum- ing it as a convenient excuse, claimed that theatrical enterprises were more than passingly impaired and began calling upon us for wage relief. Because, he added, the making of "first-class films were drawing as well as ever," the "IA" took the position that no pay cuts are warranted. He termed this "a gross hardship to the producing field," and ventured that "production for theatres soon will re- gain its former status in the Alliance.”

Walsh contended that local unions, before considering any request for pay cuts, should have right to examine the books, incorporation papers and all other similar documents of theatres in question.

"Not only would that show, conclusively, how much business had fal- len off; it would also establish wheth- er there were hidden profits," the "IA" chief declared. "If the theatres are family-owned," he reminded, "and it may be that the owners have put some members of the family on the payroll. The books also would reveal some very important things which we know to be true: such as the ones who are not receiving rent reductions, that the distributors have not given relief in the exhibition part, and that the companies charge as much as ever for electricity and that the dealers in all sorts of supplies needed to main- tain house have not been lowered down."

Sees No Need for Cuts

Then Walsh asked rhetorically: "Why is it that labor, and labor alone, is being asked to take the rap?" He referred to Waldo Walsh's recent assessment of "I.A." and "any of its members to give government a mandate to cut down."

Walsh cited the achievements of a number of locals, among them the Home Office Employees Local No. 1. The "IA" chief declared that "IA" is not only a representation of the "IA" or any of its members to give government a mandate to cut down.

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Finds Drive-ins 'Troublesome'

"Drive-ins," he said, "are opening almost daily throughout Texas, and our unions are having a good deal of trouble with them." He noted that "IA" members have been spending their own money to keep their theatre in business, and that the courts have been frequently called upon to force the drive against Communism at home."

Walsh reported that during the past two years, the union has issued and installed charters for 29 new locals.

Johnston's address tomorrow is expected to clarify for the union members the status of the recently-concluded Anglo-American film agreement, the details of which have yet to be estab- lished. The "IA" and the Holly- wood AFIL Film Council during the early phase of the London negotiations had come out flatly against the agreement. However, the new AFIL Film Council is expected to make a recommendation on the agreement to the British Ministry of Information, and the "IA" may be able to influence the decision. The agreement would provide for higher payments and better working conditions for British film workers, and would also guarantee employment for British actors, actresses, and directors. The agreement would also cover the production of films for exhibition in the United States, and would provide for the establishment of a joint committee to arbitrate disputes between the British and American film industries. The agreement would also provide for the establishment of a joint committee to arbitrate disputes between the British and American film industries. The agreement would also provide for the establishment of a joint committee to arbitrate disputes between the British and American film industries. The agreement would also provide for the establishment of a joint committee to arbitrate disputes between the British and American film industries.
Reviews

“Right Cross” (Metro-Goldwyn-Mayer)

A ROMANTIC triangle has been projected against a prizefight background in M-G-M’s “Right Cross.” Acting chores are carried on by a good cast that includes Laurence Olivier, Monta-Barrymore. As for the story, it is a mild affair that starts with a lot of dialogue but picks up enough momentum to wind up as agreeable entertainment.

Montalban portrays a middleweight champ who is in love with Miss Allyn, an operetta star, whom he easily won away from her easy-going but easily discouraged stage writer with a talent for barroom brawl, also is carrying a torch for Miss Allyn. The plot worked out by screenwriter Schaeze, has Montalban discovering his wife is an ex-augustor. As a result of a mis- understanding, she is led to believe Price intends marrying Patricia Dainton, buccolic reminder of his sally days, and gallantly retires from the scene to throw himself into the care of her pre-Price regime. Price con-tinues to rise to additional heights in the world of music, pining away for Gisele. When he ultimately returns to Vienna, they are reunited briefly but Miss Price still feels, they are given an insurance for the happiness of her (and Price’s) son, now 12 years old.

Like any operetta, the story is old hat. Once again there is the struggling young composer who is skyrocketed to fame and fortune by an interested opera producer, determines to remain with Nicholls of one of the princes of the empire. The composer, Dennis Price, is first grateful to the star. Gisele Preville, and finally returns her love. When their successful play ends its smashing success, they go off on the idyllic holiday during which Miss Allyn’s mind is focused on the marriage of her pre-Price regime. Price continues to rise to additional heights in the world of music, pining away for Gisele. When he ultimately returns to Vienna, they are reunited briefly but Miss Price still feels, they are given an insurance for the happiness of her (and Price’s) son, now 12 years old.

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This fifteen-minute 35 mm color movie, "Carbon Arc Projection", took two years to produce... cost $80,000... and has been called the finest thing of its kind ever made. Tells you the inside story of the what, why and how of the "National" High Intensity Carbon Arc. Shows you why this type of carbon arc gives finer screen visibility, better color balance, and keeps patrons coming back to your theatre. A vivid, fast moving show. Every theatre manager and his staff should see it.

For bookings, write to NATIONAL CARBON DIVISION, Union Carbide and Carbon Corporation, P. O. Box 6087, Cleveland, Ohio.

The term "National" is a registered trade-mark of NATIONAL CARBON DIVISION UNION CARBIDE AND CARBON CORPORATION

30 East 42nd Street, New York 17, N. Y.
District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco
16 Houses to National in Naify Split

Exchanges 26% Stock Interest in Circuit

San Francisco, Aug. 16.—National Theatres, subsidiary of 20th Century-Fox, has acquired 16 theatres from Golden State T. and D. Enterprises in an exchange for National's 25 per cent stock interest in the Northwestern circuit, it was reported here today.

Charles P. Skouras, president of National, and his attorney, John Bertero, have returned to Los Angeles following talks with Michael Naify, head of Golden State T. and D., and it is believed they closed the deal, to become effective on Aug. 22.

Under agreement with the government in the industry anti-trust suit, 20th-Fox was to split with Naify some time ago but because of difficulties in negotiations stemming from Naify's fear the government allowed various time extensions. This about clears up the 20th-Fox

Industry Backs Film For Disabled 'Vets'

Manpower from virtually every segment of the industry has been recruited in an all-out industry effort to bring to the American people, during September the message contained in "On Stage Everybody," nine-and-a-half minute short subject produced by Paramount under the sponsorship of the Association of Motion Picture

17 MGM Productions For Foreign Filming

Hollywood, Aug. 16.—A total of 17 films with foreign locales is listed by M-G-M as being in various stages of production, with four completed, four shooting and nine assigned to producers.

Among the countries where the pictures were, or will be filmed are Africa, India, England, Cuba, Italy, France, Spain and an island off South America.

Plans "Subscribe-Vision" Showing for FCC Sept. 15

Demonstration of "Subscribe-Vision" for the Federal Communications Commission is planned for about Sept. 15, Arthur Levy, president of Skiatron Electronics and Television Corp., said here yesterday following a meeting of stockholders.

The system provides for payment by the home audience at the rate of about 25 cents per televised film program but Levy said he is not ready to divulge details on how it works. His idea is to round up video rights to regular motion pictures after they have played out regular exhibition markets and then televise them to the public at the initial 25-cent fee. This will go on as the audience grows, he indicated.

Only official action by the stockholders was changing the name of the company from Skiatron Corp.

SPG Would Be the 11th Unit in MPIC

Hollywood, Aug. 16.—The Screen Publicists Guild voted last night, at a regular monthly meeting, to seek membership in the Motion Picture Industry Council. The step was taken after a committee, previously assigned to develop a broad-range public relations program, both for the internal and external benefit of the industry, had reported on progress made. The SPG would be the 11th organization to belong to the MPIC.

The MPIC tonight installed Paul Groesse as president in procedural presence to Roy Brewer and seated B. B. Kahane as vice-president, succeeding Groesse.

54 Republic Features Are Listed by Grainger for '51

Republic Pictures is committed to 32 features, 22 Westerns, four serials and six short subjects for 1950-51, a total of 54, it was disclosed here yesterday by James R. Grainger, sales vice-president, at the conclusion of a three-day Eastern regional sales meeting, held at the home office.

The total of 54 features for the new year compares with 30 features and 23 Westerns, for a total of 55, promised for the current 1949-50 season.

The afternoon session of yesterday's sales meeting, conducted by Grainger in association with his aides, E. L. Walton, Walter L. Titus, Jr., John P. Curtin, and Richard T. Yates, was devoted to a discussion of the 1950-51 program.

It was announced that of the 32 new features, 14 will be in the "De luxe Group" and 14 in the "Variety Group," with two special productions from Judy Canova and two starring Esther Williams.

The Western groups will be led off by Roy Rogers, who will star in six, Rex Allen will be featured in four, while Monte Hale and Allan Lane will star in four each.

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Studio Tally Holds Steady

Hollywood, Aug. 16.—The production tally has dropped only one point this week, for a total of 24 in work. Six pictures were started, while seven were completed.

Started were: "When the Redbirds Roost," directed by Short Grays; "Monogram; "The Goldberg’s," Paramount; "Buckaroo Sheriff of Texas," Republic; "Veiled Hijack," at the RKO-Radio; "War Dance," Universal-International.

Completed were: "Hot Rod," Monogram; "University Mexico Street," Republic; "Half Angel," "For Heaven’s Sake" and "Fourteen Hours," Universal; "Rome, Rome, Rome," Columbia; "Bridge," Universal-International; "The West Point Story," Warner Brothers.

Acquire 32 Reissues Of Korda Pictures

Reissue rights to 22 Alexander Korda features, said to represent a production cost of $10,000,000, have been acquired by Max J. Rosenberg and Albert Margolies for the United States. They were purchased from E. C. Korda, originally acquired the rights from the producer, Korda.

The pictures, formerly under the title "The Million Laughing Drum," in Technicolor, starring Ralph Richardson, are described as "clouded on-all but complete" by Mr. and Mrs. A. C. Korda; the Korda director and producer respectively.

JERRY WALD AND NORMAN FRIEDKIN, heads of the new distribution unit at RKO studio, will leave Hollywood at the weekend for New York.

HOWARD DIETZ, M-G-M advertising-publicity vice-president, will leave for New York this week to learn where he will vacation until after Labor Day.

RUDY BERGER AND JOHN S. ALLEN, M-G-M field sales managers, left here yesterday for their respective headquarters, Washington and Dallas.

GAIL SULLIVAN, theatre owners of America executive director, left yesterday for Houston.

Screen ‘Tripoli’ Today For Marine Troupe

Washington, Aug. 16.—A special screening of the newly Technicolor-made, "Tripoli," will be held here today by the U. S. Marines Corps, for the benefit of the U. S. Armed Forces. The film was directed by Frank Sullivan and produced by the Marine department.

The picture is an account of the Battle of Tripoli, 23rd Aug., 1895, in which U. S. forces scored a victory against the Turkish forces in the Battle of Tripoli.

The film was produced by the Marine Corps, and is being shown free of charge as a public service to the American public.

Extend Industry Ad Exhibit to Aug. 25

Because of the public response to the "Fifty Years of Progress in Motion Picture Advertising," the Associated American Artists Galleries here, Reeves Leventhal, director of the gallery, yesterday announced that the exhibit is being extended until Friday, Aug. 25. The exhibit traces the history of film advertising from 1905 to 1930, and includes the work of many of the nation’s leading ad men.

DeMille to Do a Syndicate Column

_WATERCOOLED-care:

Hollywood, Aug. 16.—Cecil B. DeMille is understood to have closed a deal with General Features, a newspaper syndicate, to write a weekly column based on his recollections and experiences during his long career in the movies and the theatre. Phil Krouny, former Kansas City Star reporter, will collaborate with DeMille on the project, which is designed to last at least three years, it is said.

Producer to Meet Press

Independent producer Jack M. Warner, sons of Warner-Brothers’ Jack L., will be the guest of 20th-Century Fox at a trade press luncheon on Tuesday at the 21 Club here. He received a telegram from Harry Cohn, "The Man Who Chased Himself," which 20th Fox will distribute.

Personal Mention

JOCK LAWRENCE, Samuel Goldwyn Productions vice-president is in Boston from New York for conferences with Dan Feny, B. and Q. Theatres general manager.

GEORGE D. BURROWS, Monogram executive vice-president and treasurer, is flying to---- to have a conference with a leading producer there for a two-week stay in New York.

MARTIN JONES, projectionist for 30 years at Boulevard Theatre, New Haven, is recuperating at his home there from a broken hip.

LENN FARNOL, public relations consultant, returned here yesterday from the Coast.

‘No Way Out’ Grovers $8,200 at Rivoli Bow

Darryl F. Zanuck’s "No Way Out" opened at the Rivoli here yesterday with an estimated gross of $8,200, a tremendous figure for a road managing director, said topped any opening day gross this year. The film is an unusually heavy promotion in all media, plus person appearances of the star, Linda Darnell, for arousing high interest in the opening. Preceding the screening, Salmon was held at the press to a "Hunt Breakfast" at the theatre, which Miss Darnell attended before taking a position as cashier at the box-office.

Emanuel Is Arbitrator In Clearcase

A development in current efforts at industry arbitration is the selection of Jay Emmamalil, Philadelphia theatre operator, to serve as arbitrator in the Bridgeport clearance case which S. H. Fabian declined to arbitrate last spring when all of the intervenors in the action refused to present evidence and participate in the arbitration.

The arbitration of the case, brought by Ethelmden Theatre Corp., against major distributors, will be handled by the American Arbitration Association.

Lerner Quits Laurel, Arent Takes Over

Joseph Lerner, Laurel Films production vice-president, executive producer and a founder of the firm, has resigned his position and sold his stock to Larman. It is announced by C. J. Carlson, president, Lerner, who has plans for other directorial assignments, has completed a three-picture producing deal with Laurel, Carlson said.

John W. Arent, former production supervisor, will assume Lerner’s position and acquire his stock in the firm, Carlson said.

Fontaine to Lippert

Cleveland, Aug. 16.—E. Fontaine, formerly Selznick Releasing Organization production manager, has joined Lippert Productions as branch manager, replacing Justin Speigle.

Coming Events

Aug. 11-25—"Fifty Years of Progress in Motion Picture Advertising" exhibit, Associated American Artists, New York.


Sept. 5-7—Monogram-Allegheny Art Theatre, Ambassador Hotel, Los Angeles.


Sept. 14-17—International Citizens Award dinner of the Variety Tent, Toronto.

Sept. 19—All Presidents Dinner, amusement division of the United Jewish Appeal, Hotel Astor, New York.


Sept. 27—Cinema Stamp Collector Convention, Hotel Astor, New York.

Seeks Showings for ‘Little League’ Short

Barbara Yorke, head of her own studio here and a director of the League, is now negotiating with circuit and independent operators for showings of the short. "Little League," as the feature is known, is charged for the film, which shows highlights of the annual climax of a nationwide 30,000-dollar baseball tournament for children under 12 who are members of the Little League children’s movement.

Yorke announced that the State Department plans versions of the film in 20 different languages and that the Army has acquired prints for exhibition in Japan. He also said that Paramount is considering making a short based on the 1930 Little League World Series, to be held at Williamsport, Pa.

Showgirls Tour for ‘Tea’ and ‘Tale’

Warner and the Tea Bureau have teamed up to promote "Tea for Two"—and tea—with a tour of Eastern cities by two showgirls from the film, which was released last month as "Tea for Two" and "Miss Iced Tea for Two." The girls, Camille Williams and Ann Zika, will leave Hollywood this week for the Southern states, to conduct press interviews and personal appearances at selected stops.

MOTION PICTURE DAILY Thursday, August 17, 1950

Marvin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsay, Consulting Editor; William F. O’Leary, Production Manager. Editorial Representative, N. Y. V. T. Telephones: "244-4110"; "234-2305" "244-7305." Distribution: United Press International; Associated Press; Southern Newspaper Association; Courier, Chicago Bureau. Reprints: "Out of Print," "News of the Week," "Quigley Publications: Motion Picture Herald; Better Theaters and Theatre Sales," each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; "Fame." Entered as second-class matter, Sept. 23, 1918, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.
Here are three girls who never met before. They are brought together by a strange quirk of fate. Each in her past hid the one reckless mis-step that sealed a girl’s reputation. Here in one of the most heart arresting pictures in the long history of Warner Bros. are three girls whose pasts cannot be judged until you know their.

**Three Secrets**

Starring
ELEANOR PARKER
PATRICIA NEAL
RUTH WISE

Directed by ROBERT WISE
Produced by MILTON SPERLING
UNITED STATES PICTURES
Production - Distributed by WARNER BROS.

**ARNER BROS. TRADE SHOW AUG. 28**

**NEW YORK**
悫 15th Century Fox Screening Room
10 North Be St. - 1:30 P.M.

**OAHMA**
Mervin Century Fox Screening Room
1502 Craven Park - 1:00 P.M.

**PHILADELPHIA**
Warner Screening Room
230 N. 13th St. - 2:00 P.M.

**PITTSBURGH**
20th Century Fox Screening Room
1715 E. 5th Ave. - 1:30 P.M.

**PORTLAND**
20th Century Fox Screening Room
1947 W. Main St. - 2:00 P.M.

**SALT LAKE**
20th Century Fox Screening Room
216 East 1st South - 2:00 P.M.

**SAN FRANCISCO**
Paramount Pict. Screening Room
205 Golden Gate Ave. - 1:30 P.M.

**SEATTLE**
Warner Screening Room
2318 Second Ave. - 10:30 A.M.

**ST. LOUIS**
Era Screening Room
3143 Olive St. - 1:00 P.M.

**WASHINGTON**
Warner Theatre Bldg.
12th & E St. N.W. - 10:30 A.M.

Samuel Goldwyn has reached into the heart of the American home to make you laugh—to make you cry a little—to make you live again your happiest moments! This is a picture filled not only with romantic magic and nostalgia, but with all the tender things, the daily excitements, the joyous wonder of life in America today!

AS HEDDA HOPPER SAYS: "IT'S THE KIND OF PICTURE AMERICA HAS BEEN SCREAMING FOR."

No wonder it's also the picture that's bringing joy and happiness to exhibitors everywhere!
IRE IN AMERICA TODAY!

Ask the man who's playing

OUR VERY OWN

Starring ANN BLYTH
FARLEY GRANGER
JOAN EVANS
with JANE WYATT

Directed by DAVID MILLER
Written by F. HUGH HERBERT
Director of Photography: LEE GARMES, A. S. C.

Ask the people who've seen it!
Review

“The Fireball” (Thor Productions—20th Century-Fox)

NOVEL subject matter and brisk treatment are the standout qualities of this otherwise modest offering aimed primarily at sport-oriented audiences. It stars Mickey Rooney, and he justifies the nickname of the title as a roller derby star. The picture should draw heavily from among roller-derby enthusiasts. These are, we understand, principally female, and in consequence of the "play" television has given this more or less new sport.

Mickey, cast as an undersized orphan with strong inferiority feelings, runs away from a kindly orphan school for boys (headed by Pat O'Brien). The latter, while remaining in the background, traces the boy to a restaurant where he had obtained a job, and keeps in touch with Mickey's adventures through friends. Mickey becomes a frequenter of a roller-derby where he is taught skatemanship by Beverly Tyler. Before long he becomes a champion racer himself, but acquires a swelled head in the process. His flashy career is brought to a halt by an attack of polio, and when he fights his way back to his more modest but better-liked counterpart of his former self. No small credit for this goes to the influence of the priest, and Miss Tyler.

The appealing cast also includes James Brown, Marilyn Monroe, Ralph Bellamy, Glenn Corbett, and others. Produced by Bert Friedlob, "The Fireball" was directed by Tay Garnett, from a screenplay by the latter and Horace McCoy.

Running time, 84 minutes, General audience classification, October release. CHARLES L. FRANKE

54 Republic Features

Released, to be called the "Adventure Western Group," will comprise four pictures, and featuring two juveniles, and two-oaks Mark Lane and Anna Marie Jansen, as cowboys and cowgirl leads. This series will be linked to nationwide promotion among boys' organizations, and we're predicting a strong public appeal. The series and six "Deluxe Travel Shorts," all of which are owned by the companies, will be booked at theaters on the release dates.

It was decided that the new program should be flexible in production and release, and that titles of pictures in all groups will not be announced until completed and scheduled for release.


A second John Ford production and another color Wayne production will be released on the new program.

The contract in the old色 marking for the Air Force campaign in the Pacific, the other a mystery of the Coast Guard. Both of these productions will be produced with the cooperation of the Defense and Treasury Departments.

A story written by newspaper correspondent Bob Considine, to be filmed in New York and Miami, and a sea story in the character of "Wake of the Red Witch" will also be produced.

W. E. Recorders to European Studios

Four channels of Western Electric recording equipment have been shipped by Westrex Corp. to Munich, Germany, for the Office of the United States High Commissioner for Germany, according to E. S. Gregg, vice-president.

Prior to this shipment, 29 W. E. recorders had been shipped to studios in France, Italy, Switzerland, Belgium, the Netherlands and Spain. In addition, 29 channels have been shipped to Great Britain.

DAV Subject

Producers in behalf of the Disabled American Veterans

Well worth nine-and-a-half minutes of any exhibitor's playing time is this call for the significant humanitarian appeal it carries and because it contains some amazing bits of entertainment. "On Stage Everybody" will be available for September showings through an exchange manager in each location whose assignment is to book the picture in his area.

The film, which throughout moves at a lively pace, is introduced by Bob Hope who in turn introduces a revue staged and acted by wheelchair ridden veterans of World War II. Hope returns later to explain that the show comes under the classification of "recreation therapy" at such institutions as Halloran General Hospital and the U. S. Naval Hospital. He reasons then that it should be apparent to the public and to industry in general that disabled veterans can and must be given work—not only because of its therapeutic value but because the disabled are well able to serve industry in many types of jobs.

The revue features songs, charades, mime, and some hirsute feats of wheel chair skill. It will give audiences plenty to think about. Moreover, it is proof that the film industry is doing its part to see that the disabled veteran gets a break.

54 Republic Features

(David Finley)

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16 to National

(Continued from page 1)

partnerships which are to be dissolved. The company's work on splitting the few remaining partnership houses on the West Coast.

Announcement of the 16 shifting to National in the week-end of June 28 included Neale are these: Parkside, Nocel and El Rey, San Francisco; and the Chinies, Parkway, Palace and Eastmont in Oakland.

10 hrs. 55 min.

Shades off the way with Raines will be In the new "Byrds' Eye View" series produced for "Byrds' Eye View" series.

Rocky Mt. Allied

(Continued from page 1)

because of the drop in production costs, more money being received from foreign countries, and on account of the new (non-theatrical) revenue from drives-in. The director also demanded that salesmen and managers make more calls on exhibitors. If this request is not filled, the group says it will ask for an investigation into salesmen's and manager's expenses accounts.

John Wolfberg is the unit's president. The date for the next directors' meeting was set for Nov. 15 in Denver.

Improvements

(Continued from page 1)

said, "Despite competing attractions in the entertainment field, more people than ever are coming to the theatre. At least, the immediate months ahead, will provide the most prosperous period in the history of the theatre industry since 1945."

He urged his branch managers to carry on their speaker activities to bring back to the forefront of the American motion picture industry.

Yates further announced that "the final for this campaign" will be "the final for this campaign.

To 'Sell' New Process

It is expected that the first Gus Canova picture, to go into product about Sept. 1, will be filmed in 8mm, McNeely said that a well organized advertising and public campaign will be executed to see the new process to exhibitors and radio. It has started and will continue as soon as the new color equipment has been built and many more pictures in the "Deluxe Group would be filmed in color as soon as the equipment is added to the company's schedule.

"A policy of star-making was a fundamental of the industry," Yates cited the lack of attention, over the past few years to the building of stars and said that all concern must be built into the influx of talent as a reservoir for star material.

Reviews Year's Campaigns

He reviewed the campaign in the first of the year in which Repub sent its personalities into the field, in cooperation with the men, the press and the public. Six campaigns will be continued for 1952, the last titles here being "Dame" Adelle Mara and others, he said. Still building campaigns will also be included for Estrella and Muriel La rence.

Await Transcript i 'Boundaries' Appeal

Attorneys for Louis de Rochemont plan to petition the U. S. Supreme Court for a writ of certiorari in co operation with the contemplated appeal, the "Lost Boundaries" case as soon as the Clerk of the U. S. Supreme Court provides the plaintiff with a print transcript of the action before the Court of Appeals in New Orleans, it was indicated here yesterday. The defendants have already obtained a hearing in U. S. District Court in Atlanta which also resulted in a decision favorable to defendant Atlantic census which is being appealed and is yet to be decided.

Mr. Rosenblum, de Rochemont's counsel, are granted the writ, they will then have at least one appeal with the Supreme Court.
### MOTION PICTURE DAILY'S BOOKING CHART

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<td>(July Releases) ROUGES OF SHERWOOD FOREST</td>
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<td>Anim. (Rev. 8/14/50)</td>
<td>(July Releases) FOR THEM THAT TRESPASS</td>
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<td>COUNTERPARTS</td>
<td>WILLIE PARKER</td>
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<td>Aug. 13</td>
<td>CONVICTED</td>
<td>GLENN FORD</td>
<td>JACOB WELLS</td>
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<td>Aug. 20</td>
<td>STREETS OF GHOST TOWN</td>
<td>CHARLES STARRET</td>
<td>JULIUS WINDS</td>
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<td>Sept. 3</td>
<td>WHEN YOUR HUSBAND</td>
<td>JEAN CHAPLIN</td>
<td>PATRICIA O'NEILL</td>
<td>WHEN YOUR HUSBAND</td>
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<td>Sept. 10</td>
<td>INDIAN TERRITORY</td>
<td>JESSA ACENSORE</td>
<td>GAIL DOOL</td>
<td>INDIAN TERRITORY</td>
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*Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action. Production Numbers Are in Parentheses. Rev. 1/ Motion Picture Daily Review Date.*
THE TIME WAS 7:52 A.M.

Opening day Rivoli Theatre N.Y.C.

There's No Business Like 20th Century-Fox Business!
Six Public Affairs Groups
Plan Tribute to 20th-Fox

Walsh Again Heads IATSE

Detroit, Aug. 17.—Richard F. Walsh was unanimously re-elected president at the closing session of the IATSE convention here today. William P. Raoul, general secretary-treasurer and all other officers likewise were re-elected.

Of 54 resolutions offered during the five-day convention 17 were passed and the rest were referred for action to different committees. The president's report was adopted with but one objection, which was later withdrawn.

St. Louis Unit Lists Convention Groups

St. Louis, Aug. 17.—Committee members for the forthcoming annual convention here Nov. 13-14 of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois have been appointed by Tom Edwards, president, as follows:


Percentage Actions Against 11 Theatres

Asheville, N. C., Aug. 17.—Ellis Blumenthal and B. and B. Theatres are defendants in four percentage suits filed here by Universal, 20th Century-Fox, Loew's and Paramount in U. S. District Court. The theatres involved are the Tryon in Charlotte, the Astor (formerly the Ellis), in Durham, and the Hollywood and Lafayette in Winston Salem, all in North Carolina; the Lincoln and State in Florence, S. C.; Star in Savannah; Peachtree Art Theatre in Atlanta, and the Dixie and Pix in Jacksonvillle.

Each complaint alleges damages due

Myers Winds Up His Tenure As COMPO Tax Unit Head

WASHINGTON, Aug. 17.—A. E. Myers this afternoon completed the job of collating the records of the Council of Motion Picture Organizations committee on taxation and legislation and sent his resignation as chairman to COMPO president Ned E. Depinet. Included among the papers, he said, are some 25,000 pieces of correspondence and numerous clippings and other literature.

Myers also released excerpts from replies he received from several dozens of members of the House and Senate to the letter he sent them last week thanking them in behalf of COMPO for their sympathetic attitude toward the industry's fight to lift the admin-
Personal Mention

NATE BLUMBERG, Universal president, and AL DAFF, head of foreign distribution, will leave here today for a two-week visit at the studio.

PAULINE SOLOMON, secretary to JOSEPH GOLTZ, Eagle Lion Classics foreign manager, will leave here today for a five-week visit in Brooklyn on Sunday to Bernard Stecher.

SAM SHAIN, 20th Century-Fox exhibitor relations head, will return to his desk here Monday on a vacation.

MAX YOUNGSTEIN, Paramount Pictures Distributing Co. vice-president, will leave here today for a week's vacation.

WILL WILLIAMS, Laurel Films advertising-publicity director, has returned here from a fishing trip in Virginia.

EDGAR VAN BLOOM, manager of the Paris Theatre here, has returned from a New England vacation.

STIRLING SILLIPHANT, 20th Century-Fox vice-president, left here yesterday for the Coast.

TESS MICHAELS, United Artists home office magazine contact, will leave here today for the Coast.

Record $70,000 for 'Louisa' in Chicago

CHICAGO, Aug. 17.—Universal-International's "Louisa" is said to have set a new all-time attendance record in the initial week of its world play, more than double its usual weekly box-office gross at the 3,000-seat Chicago Theatre, ending tonight, with close to $50,000 admissions, and a reported gross in excess of $70,000.

In view of the lower admission scale currently prevailing at the theatre, it is estimated that attendance was 40 per cent greater than the week Jack Benny played the theatre some time ago to set the biggest gross in the history of the theatre.

20th Fox Dividends Of $1.12, 37 ½c, 50c

The board of directors of 20th Century-Fox has declared three regular quarterly dividends, as follows: A dividend of $1.12 per share on preferred stock to be paid on Sept. 15 to stockholders of record on Sept. 1, a dividend of 37 ½c per share on cumulative preferred on Sept. 29 to stockholders of record on Sept. 1, and a dividend of 50c per share on common stock on Sept. 29, to stockholders of record on Sept. 1.

25-Cent Warner Dividend

The board of directors of Warner Brothers Pictures, Inc., meeting here yesterday declared a dividend of 25 cents per share on common stock payable Sept. 25 to stockholders of record on Aug. 28.

Wometco Not Named In Parkway Action

Frank D. Rubel of Wometco Theatres, Miami, states that Wometco was not named a defendant in the action filed last month in Miami by the trustees of the dissolved Parkway Theatre Corp., formerly of that city. A news report from Miami appearing in these columns last July 25 had stated that Wometco had been named a defendant in the action.

Services for J. Girden, 51

Funeral services for Jules Girden, founder of Girden's, and Girden's and survived by the widow and two children.

Lipskin Is Named McConnville's Aide

LAWRENCE H. LIPSKIN, assistant to Columbia vice-president N. B. Spinelli, has been appointed assistant to Joseph H. McCONNIVELLE, president of Columbia International, and will be in charge of that city, charge of advertising, publicity and exploitation, it was announced here yesterday. The position is new, and Lipskin's former post will not be filled.

Other Theatres executive, will be held this afternoon at the Zion Memorial Chapel here. Girden, who died Aug. 10, was 51 and survived by the widow and two children.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays; by Quigley Publishing Company, Inc., 1200 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3300. Cable address: "Quigpiboo, New York." Martin Quigley, President; Robert D. Sullivan, Vice President; Charles W. Jenkins, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Pauley, Production Manager, Hollywood Bureau, Yucca Vine Building, William B. Weaver, Editor, Chicago Bureau, 128 South LaSalle Street, Urban Felty, Advertising Representative, 61-3104, Jimmy Asher, Editorial Representative, 61-4690, Washington Bureau, 1001 15th Street, N.W., Washington, D. C.; J. F. Procure, Advertising Representative, New York City. Copyright 1938, Quigley Publishing Company, Inc.

1938 NEW YORK THEATRES
OFFICIAL!

RUSSELL DOWNING, EXECUTIVE VICE-PRESIDENT OF RADIO CITY MUSIC HALL, ANNOUNCES

THAT THE BIGGEST FIRST WEEK, NON-HOLIDAY, GROSS IN THE HISTORY OF THAT FAMOUS THEATRE HAS BEEN DELIVERED BY SUNSET BOULEVARD

This fact substantiates in terms of dollars that this is a most unusual boxoffice picture which every exhibitor will want to turn to his own profit at the earliest possible moment.

PARAMOUNT HAS THE PRODUCT PAYING OFF BIGGEST TODAY:
“Sunset Boulevard”—Hal Wallis’ “My Friend Irma Goes West”—Hal Wallis’ “The Furies”; and soon Bob Hope’s “Fancy Pants” (Technicolor)—and “Union Station”
promulgation will come 39 days after such hearings end, and will become effective 60 days thereafter, or about Nov. 30.

Heretofore there has been no state minimum wage law covering intrastate commerce workers as cashiers, ticket-takers, doormen, ushers, cleaners, etc., and no motion picture houses. At public and private hearings held by the board since April, organized film industry labor pressed for a $1 state minimum and theatre management representatives urged that no such minimum be set.

The new state minimum wage minimum has been 75 cents per hour. If the board's recommendations are accepted by Corry as he now stands, it will mean that a minimum of 15 per cent and a maximum of perhaps 30 per cent increase in wages for industry employees in the state will be in line for pay increases of varying amounts. Statisticians have not yet broken down the figures to arrive at the ratio for motion picture theatre personnel in these estimates, which indicate that the major increase for those employees will be in the nine-member board is Samuel Rosen, vice-president and treasurer of Fabrik Theatres, and labor representatives Michael J. Mungan, IATSE state official, and Alfred Harding of Actors Equity.

The board's recommendations as to the rate of minimum wage for movies industry as a whole was as follows:

Cashiers: $1 for a porter and matrons in theatres—75 cents an hour in cities of over 50,000 population, and all communities in Nassau and Westchester counties; 65 cents an hour in cities of less than 10,000 population, except communities in the two aforementioned counties; 60 cents an hour in cities of less than 10,000 population, except communities in the two aforementioned counties.

Ticket-takers and doormen—70 cents an hour in cities of over 50,000 population, and all communities in Nassau and Westchester counties; 65 cents an hour in cities of 10,000 to 50,000 population, except communities in Nassau and Westchester counties; 60 cents an hour in cities of less than 10,000 population, except communities in the two aforementioned counties.

Unionized passengers in motion picture theatres and other unclassified service workers—55 cents an hour in New York City, and Nassau and Westchester counties except those communities in the two aforementioned counties; 50 cents an hour in the remainder of the state.

**Convention Groups**

(Monday, Nov. 26) 

Theatre owners and exhibitors at the National Association of Theatre Owners' convention are expected to adopt a lobby plan, as has every N.A.T.O. convention in the past, to push for a minimum wage law and to secure some assurance of increased business in the form of a new employment tax.

The proposed plan would set up a fund of $500,000, which would be used to pay the salaries of a full-time lobbyist in Washington and to finance a number of other activities which would aid the industry in promoting the cause of a minimum wage law.

**Dividends**

(Continued from page 1)

paid out $905,000 and $1,775,000, respectively, by this time last year.

The figures just released for June and July of this year are $4,873,000 and $3,794,000, respectively, with 1949 totals of $6,848,000 and $5,488,000. The seven-month total of $19,820,000 for 1950 compares with $22,684,000 last year.

Paramount Pictures made a large payment in June of last year, but while the new picture company paid in cash, it had already paid out more than $100,000 in June in July—by United Paramount Theatres.

Nonetheless, the total for the six months was far lower by some $14,000, with the Paramount total $338,000 lower and RKO not reducing its payment of $585,000 paid last year.

Republic raised its 1949 dividend total of $100,000 for the first seven months to $80,000 this year.

**Tribute to 20th-Fox**

(Continued from page 1)

are housed in the Willkie Memorial Building.

A joint award on behalf of the organizations will be made by Robert P. Patterson, president of Freedom House and former Secretary of War Spry. R. Scowars, president of Twentieth Century-Fox, will accept.

Among the speakers at the luncheon will be Oscar F. Pennington, Secretary of War and南阳 Leon Goldstein, Attorney General of New York City.

**Arbitration**

(Continued from page 1)

tion would hold little promise of success, in the opinion of distributors here.

These views, as expressed by a key distributor, were the answer to the Theatre Owners of America's long-standing question as to whether distribution or exhibition should be taken up at the upcoming conference looking to the establishment of a new arbitration setup. Declaration will have to take that initiative.

TOA has been awaiting an official reply from the Motion Picture Association of America's distributors committee as to their willingness to negotiate anything with respect to branch theatre campaign. However, it is apparent now that the MPA committee, which is headed by the Vice-President and Secretary, is not interested in any discussion or plans for the TOA's fall convention in Houston.

Distribution's reluctance to take the chance of another convention has roots in the apprehension that this branch of the industry is on the verge of court disapproval since the industry's anti-trust suit reached its climax. Distribution is playing it safe.

The situation from the Coast is that no cases have yet been brought before the arbitration panel established by the TOA, and that the Conference of Independent Theatre Owners. The reason is held to be that deals are being undertaken with more caution, "now that the cop is patrolling the beat."

**Percentage Actions**

(Continued from page 1)

Willox, executive of the publication. The citation, which was accepted by the organization, was the greatest documentary film of our time.

Accepting the award, Shulman said: "In view of the unjustifiable attack on the art of film-making in the course of the year, our purpose in presenting 'Farewell to Yesterday' is to arouse the American public and all film-makers to the possibility of an appeal to the art of film-making in the course of the year, and to help perpetuate the unity of the U. S. and the United Nations--
Guardian of her most important "bath"...

COSTLY shots like this might be so much spoiled footage... save for the vigilance and knowledge of the laboratory man.

He makes sure that the dailies take their all-important bath... inspecting, testing, keeping constant check as the exposed footage runs through the developing, fixing, and washing tanks and driers.

To his skill and watchfulness... as film representing "box-office gold" literally slips through his careful fingers... motion pictures owe much of their well-earned reputation for technical excellence.

This skill is more effective... the burden of constant vigilance lessened... when he works with dependable film of superior quality. That's why he always welcomes the family of Eastman motion picture films.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD
Women everywhere jump at the chance to see the latest Companion-approved movie. That’s a fact both in small towns and large cities—and that’s why the movie-makers invest more money in the Companion than in any other monthly magazine*.

“Yes, dear, I think we’re beating the rush to that Companion-approved movie!”

*Except of course the fan magazines!
Arthur Blasts Heavy Themes, Foreign Aping

Customers Want Escape Get Paranoia, He Says

ST. LOUIS, Aug. 20.—Entertainment for the masses and abandonment of “sophistication and art” in screen fare, was the box-office remedy offered at the weekend by Harry C. Arthur, Jr., president of Farmers and Marco, in a letter to Paramount studio head Y. Frank Freeman, copies of which also were sent to producers and production heads and editors of trade publications.

Arthur deplored the fact that while American films enjoy by far the greatest popularity throughout the world there are some Hollywood producers who are copying foreign product, "some of which appeals to the so-called intelligentsia."

He continued: "That there still is great hope for our recovery is evident in the fact that such great pictures as "Amie Get Your Gun," "Battleground," "Broken Arrow," "Jolson Sings Again," "Samson and Delilah," "Father of the Bride," "Cheaper by the Dozen," "Flame and the Arrow," and "Sands of Ipanama."" (Continued on page 5)

"U' Sets Up a New Revolving Credit

Universal and its totally-held subsidiary, United World Films, have borrowed from First National Bank of Boston, The Manhattan Co., and Guaranty Trust Co., $5,500,000, net proceeds of which were applied to liquidation of borrowings under a 1947 loan agreement with those institutions.

At the same time Universal has established with the three banks a new revolving credit facility. (Continued on page 4)

20th Names Leaders For Managers' Drive

The appointment of leaders in the 20th Century-Fox branch managers’ campaign was announced over the weekend with three U. S. exchanges to launch the company’s campaign starting Sept. 3 and running through Dec. 30.

During this period the company will be... (Continued on page 4)

Allied, 3 Regions Pledge Support Of Compo’s Causes

Allied States Association and three regional exhibitor organizations manifested at the weekend their intention to cooperate fully with the Council of Motion Picture Organizations. It was reported by Arthur L. Mayer, COMPO executive vice-president.

In a letter to John R. Steelman, assistant to President Truman, Allied president Truman T. Rembush reaffirmed to the White House his organization’s full cooperation with the government through COMPO in the present emergency.

Wires received by COMPO president Ned E. Depinet from Earl J. Hudon, president of United Detroit Theatres, and J. B. Harvey, president of the Theatre Owners of North and South Carolina, stated that 50 exhibitors of Michigan and shownmen in the Carolinas were already organized and mobilized to support the war effort through COMPO.

Harvey’s telegram announced that H. D. Hearn of Charlotte has been named local chairman of the regional war activities committee.

W. F. Crockett, president of the Vol. 88, No. 11, New York, U. S. A., Monday, August 21, 1950

More Authority For Affiliates In Local Areas

Home Offices Yielding Buying-Booking Power

Edicts of the U. S. Statutory Court here governing industry operations continue to result in more shifts of authority to local areas away from home offices of major companies.

It is disclosed here that Warner’s has added Albany, N. Y., to situations where the company’s theatres have been vested with the power to do their own buying and booking, following similar transfers of client control in central area stations.

That part of the court’s order which directs film licensing theatre-by-theatre and the resultant competitive bidding is in many instances has made home-office buying difficult and largely unsound for the reason that the local affiliated circuit, such as Warners in Albany, is more sharply aware of the immediate circumstances involved in the competition for product.

Local autonomy in this regard has been the case with Paramount and National Theatres largely for some time but the bulk of the Warner Theatres... (Continued on page 4)

Allport Due Here; U.K. Pact Not Set

F. W. Allport, London manager of the Motion Picture Association of America, will arrive here this week without a definitive agreement with the British technicians’ committee on the details of percentage points for the bonus provisions of the new Anglo-U. S. remittance agreement.

Only the latest preliminary work of the details of the agreement has... (Continued on page 5)

20th Nearly Set on Court Decree on Partner Splits

Except for one small situation, 20th Century-Fox has completed compliance with the U. S. Supreme Court’s 1948 edict which outlawed joint theatre operations where the partner is a potential independent operator.

Following the high court’s order, the company got together with the government in deciding which holdings came within the proscribed category, agreeing to dissolve partnerships in the operation of over 300 theatres.

The last ownership division was the Golden State-T. and D. Enterprises group which was broken up last week with 20th-Fox surrendering its 26 per cent stock interest in the circuit in exchange for 16 theatres which go to 20th-Fox as wholly-owned.

The one remaining to be split is Fox Western Montana Theatres, at Butte, which has only three houses. A group of outsiders holding prefered securities in the circuit and 20th-Fox are now at work on the split. The deadline for this, under agreement with the government, is today, but in the event no settlement is reached the likelihood is that additional time will be allowed.

WB Still Marking Time on US Ruling

Warner still is awaiting a ruling by the Treasury Department on the tax features of its proposed settlement with the government in the industry anti-trust suit, a company official stated at the weekend. Under the proposed divestiture terms, stockholders would be given common shares in the... (Continued on page 5)
ANSWERS which so far toward determining the future of television theatre may be expected to be forthcoming from experience to be gained this fall in the televising of the Big Ten college ball games in three Balaban and Katz theatres in Chicago and one United Detroit theatre.

The Big 10, representing the major universities in the Middle West, had grown apprehensive of declines in attendance at many of its games concurrent with their being offered to home set owners on television, and had refused to renew television rights to this season's games. The football gate, as is well known, carries the financial burden of all other collegiate sports throughout the school year.

Big 10 officials, however, were cognizant of an obligation to the general public and were even seeking means of making it possible for those who could not attend a game to see it on a paying basis commensurate with the admission price charged at the stadium. The idea was to offer a service to those immediately interested in a game who, for whatever reason, would be unable to attend it, while at the same time retaining the means of encouraging those who might attend the game to remain at home and see it on a television set without charge.

No solution to the problem had occurred to Big 10 officials up to the time that John Balaban of B and K and Robert O'Brien of United Paramount Theatres put before them the plan to give selected theatres the exclusive right to the telecasts of nine games. Under this plan the theatres established admission prices. Films of the games would be made available to regular television stations the following day.

Intergred with this opportunity to experiment with paid-favor spectator televising, the Big 10 signed an agreement which requires no payments from the theatres; no terms of any kind. The theatre telecasts, thus, are wholly experimental for both the Big 10 and the theatres involved. Out of this fall's experiment may come terms to govern similar telecasts thereafter.

Meanwhile, the experience will already be watched by the Big 10 and United Paramount Theatres, but also by pro-

fessional sports groups and other entertainment enterprises whose offerings have television value. Just as keen will be the interest of theatre owners and television broadcasters.

The B and K and United Detroit experiments, on a basis of exclusivity, are the first of their kind. They may be expected to trail many initiatives to explore what heretofore has been little more than guess-work and deduction in the large-screen theatre television experience.

If you have just returned from a restful or exhilarating vacation, or are planning to leave on one, your physical comforts expertly cared for or assured during the long summer days of leisure or recreation, it may be a cruel shock to you to give a thought to 150,000 homeless Jewish immigrants in need of the barest necessities to keep life within them long enough to accomplish the tasks of tomorrow.

You may have been generous, more than charitable, through the year. You may say in a good faith you can afford to give no more, however worthy, however urgent the cause may be.

But you did have that little bit extra for the suite facing the seas, for the new set of golf clubs, for the new vacation sportswear, the new summer convertible or station wagon. It is easy to afford whatever you are willing to give. But give.

The United Jewish Appeal this year has before it the monumental task of meeting budgets totaling $72,455,800 to fill the necessity fund. The United Jewish Appeal, the Joint Distribution Committee, the United Service for New Americans and the New York Association for New Americans.

In addition, New York must contribute its full share of the $9,264,770 needed by the national campaign engaged in meeting human rights at home and abroad and in providing welfare, cultural and religious services for American communities and Jewish veterans and servicemen.

The need is as urgent as the program is vast. It requires the help of multitudes, each in proportion to his ability. Many are giving even greater than their dollars. Do your share.
EIGHT
SEVEN
SIX
FIVE

A TALE OF FOUR CITIES...
and more...and more to come!!!

MONTREAL—
Third smash
holdover week!

WORCESTER, MASS.—
Biggest of any
UA picture ever!

Baltimore—
Extra good!

LOS ANGELES—
Top returns!

PHILADELPHIA—
Bang-up
grosses!

SPRINGFIELD—
2nd big $ week!

NEW HAVEN—
Boxoffice biggest in months!

PITTSBURGH—
Low results
for extended
laying time!

"SO YOUNG;
SO BAD"

an exploitation natural from UA

starring PAUL HENREID
with CATHERINE McLEOD - GRACE COPPIN
CECIL CLOVELLY and introducing ANNE FRANCIS
RODIA MORENO - ANNIE JACKSON - ENID PULVER
Produced by Edward J. Danziger and Harry Lee Danziger
Directed by Bernard Vorhaus—Story and Screenplay by Jean Rouverol
and Bernard Vorhaus - Released thru United Artists
SDG Leaders Confer Here

Fortcoming plans of the Screen Directors Guild, especially pertaining to television on the East coast, will be discussed here tomorrow by Joseph Mankiewicz, SDG president who is due here from New York. Paul Post, the Guild's public relations counsel, who will arrive here today from the West Coast.

While in Europe Mankiewicz conferred with screen directors in Paris, Rome, Munich and other locations. He is now preparing a survey of television activities in those countries.

Two Firms Tie-In With 'Holy Year '50'

Two tie-ups have been consummated by 20th-Century-Fox in connection with its new production, "Holy Year 1950," currently playing premiere engagements at the Empire and Strand theatres in New York and in Newark.

Both the TWA airlines and the American Express Company Guild and interclub League will carry large displays in all of their offices coinciding with the release of the picture. The locale of the film and its pictorialization of the Holy Year ceremonies in Rome.

'U's' Corporate Address Changed


Wife of UA Manager

KANSAS CITY, Mo., Aug. 20—Mrs. Margaret Saunders Truog, 69, the wife of William E. Truog, Sr., United Artists' branch manager here, who recently attended a meeting of Morton Truog, UA branch office manager, died here last Tuesday. Three other sons, a daughter, and 13 grandchildren also survive.

Eat Five Tons of Popcorn

CINCINNATI, Aug. 20—Residents of Parkersburg, W. Va., a city of 30,000, last year consumed nearly five tons of popcorn in theatres there, according to statistics. The total outlay for this confection was more than $50,000 in 1949, the report said.

Opens Dallas Office

WILMINGTON, Del., Aug. 20—Opening of a new district office in Dallas, which will handle sales of motion picture pictures in Texas, Louisiana, Arkansas, and Oklahoma, was announced by Du Pont. Ethel H. Bertholf, formerly district sales manager at Los Angeles, will be district manager in Dallas.

Sees 9,000,000 TV Sets

Nine million television receiving sets will be in use in the U. S. by the end of 1950, it was predicted by Dr. W. R. G. Baker, General Electric vice-president.

Last of Three Five-day NSS Meetings Opens Here Today

Last of a series of three meetings of National Screen Service branch managers and home office executives will begin here today as general business is discussed. Sessions will be attended by Herman Robbins, president; George F. Dembrow, sales vice-president; and William B. Brenner, vice-president in charge of production and distribution.

Tours through American, National Screen's screen plant, and an orientation in the NSS lithography facilities of Litho-Poster Corp. of America, are on the five-day agenda.

Managers attending the home office meetings are: Charles Lester, Atlanta; Frank Miller, Chicago; George L. Rothstein, Memphis; J. Louis Boyer, New Orleans; James C. McDonald, San Francisco; James Parsons, Denver; Kenneth Friedman, Salt Lake City; Bernard Brody, Seattle, and Edward Wolf, West Palm Beach.

Ohio Screens Will Not Get TV Games

COLUMBUS, O., Aug. 20—Ohio state football games this fall will not be televised in theatres, said athletic director Richard Larkins, as Michigan, Illinois and Northwestern games will be in three United Paramount houses in Chicago and one in Detroit. Ohio State games, however, will be shown over CBS, W7BN and W7CI on Sundays following Saturday games, he said.

The "Big Ten" has a ban against live television for home reception. Illinois and Northwestern games will be shown screens in Chicago, State-Lake, Tivoli and Uptown. Michigan games will be shown in the Michigan at Detroit. The Paramount TV tie-in projection system and RCA direction projection will be utilized.

Flaherty Files Certificate

ALBANY, N. Y., Aug. 20—Robert Flaherty Film Associates, Inc., have registered a certificate here to conduct business in New York. Flaherty and May of New York are the attorneys.

Local Authority

(Continued from page 1)

U's' Sets Credit

(Continued from page 1)

101 Drive-ins in Ohio, 18 in Cincinnati Area

Cincinnati, Aug. 20.—A spotcheck shows that there are 18 drive-in theatres in Greater Cincinnati and immediately surrounding area, with seven more being planned. This total represents a rapid, all reporting good business. There is a total of 101 drive-ins in the state.

Prosperity Motif Seen by Tiomkin

The index of the Hollywood studios' employment of musicians has been rising in recent months and future prospects for such employment are "very healthy," according to Dimitri Tiomkin, veteran composer and director of music for motion pictures, who is here from the Coast.

The soundtrack material on studio music operations was viewed by Tiomkin as indicative of a sharper trend toward prosperity in the industry as a whole with the extension of future production which have been set up by many of the studios point to better days ahead for the musicians.

These musicians have been hard hit economically in recent years, he said. According to an agreement made and conducted the music in "The Men," as well as many other pictures, is working at present on the scores for "Mr. Universe" and "Conway de Bergerac.

He will return to Hollywood either Wednesday or Thursday, following a two-week business sojourn here.

Bigelow to Direct MGM Radio Series

Joe Bigelow, screen, radio, and television writer and director, has been signed to an exclusive contract with M-G-M for Radio Attractions to direct "The Story of Dr. Kildare," starring Lew Ayres and Lionel Barrymore, and "The Story of Dr. Kildare,

Managers' Drive

(Continued from page 1)

offer eleven of its top productions following request for canvasing of distribution for an increase of "A" productions. Greater merchandising of product, and the continued operation of branch autonomy to supply films quickly to the theatres.

The theatre trade is: Albany, Jean Rutten; Atlanta, Richard Ford; Boston, Sam Berg; Buffalo, Edward Jauch; Charlotte, John Moosh; Chicago, Jim Stroop; Cincinnati, Don McDowell; Cleveland, Frank Hunt; Dallas, Bill Williams; Denver, Carl Loomis; Des Moines, Alice Hagen; Detroit, Jay Franklin; Indianapolis, Ken Dotterer; Kansas City, Bob Conn; Los Angeles, Elmer Young; Nashville, William Myatt; New York, Art Schiller; Minneapols, Glenn Roberts; New Haven, Sam Germain; New Orleans, Henry Hecha; Omaha, Bob McBride; Philadelphia, Harry Wise; Pittsburgh, L. J. Gaylord; Portland, Carl Handaker; St. Louis, Forbes; Schenectady, Eddie Black; San Francisco, C. G. Fratet; Seattle, James Brooks; Washington, Mrs. Sara Young.
L. A. HOLLINGSWORTH, formerly New York staff member of the Associated Press and United Press, has been appointed public relations director of WPIX, New York Daily News television station. He succeeds Frank Young who has resigned.

San Francisco, Aug. 20.—Harold Citron, North Coast Theatres general manager, and Lester Blomberg, several years ago head of the weekend from Los Angeles for a week's meetings with the circuit's local staff.

OTTAWA, Aug. 20.—Famous Players Canadian Corp. has declared a 25-cent dividend for the quarter ending Sept. 30 on its common shares, payable Sept. 23 to shareholders of record on Sept. 8.

CLEVELAND, Aug. 20.—Harry Weiss, formerly local RKO-Fox exploiter and salesman for Eagle Lion for the past year, replaces Ray Wild as RKO Radio salesman.

New Rank Film Here

"Madeleine," a new picture from the J. Arthur Rank Studios in England, will have its American premiere at the Park Avenue Theater in New York on Thursday, Aug. 31. The film stars Anna Todd. "Madeleine" is produced by Stanley Haynes and directed by David Lean. It is being released in the United States by Universal-International.

petitors to merchandise their product in this country.

Kreisler said that later this year film producers from Sweden, Germany, Argentina and Mexico will seal official delegates to New York on Advisory Unit missions. These delegates will serve in a liaison capacity with producer colleagues in these countries. Consultations which is said to be showing results.

"The Advisory Unit has made good headway in its first half year," said Kreisler's report. "While the area of assistance has thus far been limited, the worldwide interest expressed in the project augurs increasing use of the Unit's services by overseas producers."

Daylight and Overnight DC-6 Mainliner 300s
11 HRS. ONESTOP to
LOS ANGELES — the Hollywood
Leaves 11 am, arrives 6:55 pm
United's overnight flight to Los Angeles leaves at 9 pm; arrives the next morning.

Plants operate on Standard Time

UNITED AIR LINES
Get the HERALD Habit!

The HERALD habit is a tried and proven habit of SHOWMANSHIP... the habit of going after patrons... getting them where they live... and bringing them to your Box Office!

Again... on a Big picture... N.S.S. and Warner Bros. bring you eye-filling, seat-selling JUMBO HERALDS... on the box office hit "The Flame and the Arrow"! You get EXTRA SIZE and EXTRA SELL... in these big 11½" x 17" two-color HERALDS... at NO extra cost!

They are just what the doctor ordered... to TELL more patrons about this screen hit... and to convince YOU that the HERALD Habit... helps to create the SRO Habit... at your Box Office!

THE CHALLENGE IS HURLED FROM THE RAMPARTS!

He'll Fight to the Death for the Love of His Life!

Burt Lancaster and Virginia Mayo

THE FLAME AND THE ARROW

Every Theatre with doors needs these six special

LOBBY DOOR PANELS

Size 20"x60"—FULL COLOR

Set of 6...$6.00

NATIONAL Screen SERVICE
PRICE BUDGET OF THE INDUSTRY

From WARNER BROS.  "W"NORMA F.R. INSCRIBED  DIRECTED BY WARNER BROS.  JACQUES TOURNEUR
Paul Lazarus, Jr., In Columbia Post

Hollywood, Aug. 21.—Paul Lazarus, Jr., who recently resigned his top executive post at United Artists home office, has been appointed Columbia studio representative attached to the New York home office, it was announced by Hy Cohn, Columbia president. Lazarus, who arrived here today, has been with Columbia vice-president Nate Spinnock, will remain several days for studio conferences before returning to New York to assume his new duties. Last Friday, Motion Picture Daily forecasted Lazarus' Columbia affiliation.

NY 1st-Run Grosses for Big ‘Stella’-Berle, ‘Sunset’ Far Ahead

Business at many of New York’s first-runs continues to make impressive gains with the overall figures for the current week at a strong level. Heavy rain Saturday through Sunday failed to keep the customers at home; they were out in force and the happy consequence was the appearance of the S.R.O. shingle at many situations.

There’s no let up in business at the Music Hall where “Sunset Boulevard” (Continued on page 3)

Intensify Drive to Show More U.K. Films in Canada

OTTAWA, Aug. 21.—It is understood here that United Kingdom films will be shown in Canadian theatres hereafter.

While such a policy has been indicated from time to time the British exchange problem became serious, there have been complaints that it was not carried out as rapidly as possible. British films appearing on Canadian screens have been limited in scale in most theatres. However, now the report persists that the effort to show more British films will be greatly intensified, restricted in scope solely by the limits of supply of films from British sources.

It is believed that this encouragement to the British film industry will (Continued on page 8)

Republic Liquidates Dividend Arrearages

A dividend of 10 cents per share on preferred stock representing the regular 25-cent dividend and a 25-cent dividend on account of the unpaid arrearages on said stock was declared here yesterday by the board of directors of Republic Pictures. The dividend is payable on Oct. 1, to stockholders of record at the close of business on Sept. 11.

Since the first of the year, Republic has liquidated the dividend arrearage of 25 cents on the preferred stock.

Excludes Films In US Price Control Bills

WASHINGTON, Aug. 21.—Theatre admissions and film rentals are virtually certain to be exempted from any price controls put into effect under the pending economic control legislation.

The Senate late tonight was headed toward final passage of a bill which specifically exempts from price controls any motion picture rentals and theatre admissions.

As of a late hour, no amendment had been offered to change this provision about the U.S.O. and for which an all-star cast is planned.

They also plan an all-star production.

Ewing and Golding At 20th-Fox Tribute

Federal Security Administrator Oscar Ewing and Attorney-General Nathaniel L. Golding of New York State will head the list of speakers at the luncheon tomorrow at the Ritz-Carlton Hotel here sponsored by six public affairs organizations as a tribute to 20th Century-Fox for the Dar-Reds’

All Unions and Guilds Asked to Fculo SDG Move

HOLLY2011. Aug. 21.—The Director of the Guild discloses a decision has been made by its board of directors to include a non-Communist affiliate as an integral part of the group. Notice to this effect has been mailed to the present membership.

The board, all of whose members had previously signed affidavits, selects the complete SDG roster to do likewise.

SDG vice-president Albert S. Ro-ell, issuing the announcement, said, "as representatives of the world’s greatest industries, must make our position known to America and to the world beyond. We sincerely hope and know that all guilds and unions work for one purpose, and we are still working for one purpose."

3 Years Added For W.B. Partner Split

The Department of Justice has ex-pired to give Warner until July 1, 1943, to break up its partnership in Atlantic Theatres, New York circuit 11 houses with provision that the company may retain only six of the houses as fully-owned when the dissolution is effected.

The split was due several months ago, but the Department has been con-senting to various extensions of one-month duration. The time allowance is close to three years now was sought about when it was made clear that Warner has been making full effort to terminate the divided (Continued on page 3)

Briejn Calls for Anglo-U. S. Amity

London, Aug. 21.—Honored here on the occasion of his 50th birthday and his 31st with the industry, Tom Brien, head of the National Assn. of Theatrical and Kin En-

Join the Motion Picture Association and a Member of Parliament, erected his appeal for the creation of a International Films Council.

He said he had invited Richard F. Waldo, president of IATSE, and leader of European theatrical unions to (Continued on page 3)
Syd Gross Is Leaving ELC Ad Position

Syd Gross, co-director of advertising, publicity and exploitation for Eagle Lion Classics, shortly will leave the company, which he has headed for the past 12 years. He is returning to the reporting staff of the Los Angeles Daily News where he has worked for the past 16 years.

Personal Mentions

Richard J. Walsh, late executive president of the association of executive producers, is to attend the biennial convention in Detroit, are to return to "I.A." headquarters at tides.

Floyd Ourlin, president of Atlas Corp. and Elizabeth Taylor and their daughter, Conrad Hilton, Jr., arrived here from England yesterday aboard the S.S. Queen Elizabeth.

Mr. and Mrs. Louis B. Mayer and Miss Dorothy DIXON. Brown have returned to Los Angeles from a week's stay in San Francisco.

Don Krane has moved from the production staff of Laurel Films "Mr. Universe" to the company's permanent staff here.

James Stewart, Mrs. Stewart and Dr. DRAKE to see Hollywood on a production assignment.

John Youngman, RKO vice-president and general counsel, is in New York from the studio for a week's vacation.

Richard Brooks, M-G-M director, is back in Hollywood from a 16,000-mile tour of India and North Africa.

Howard Strickling, M-G-M studio publicity director, left Hollywood for a Canadian vacation.

Maxine Kaells, Universal-International studio advisory art director, is here from the Coast.

Harry Thomas, producer, has been in New York from Hollywood.

State Dept. Blamed For Red Film Deal

COLUMBUS, O., Aug. 21—Declaring that the U.S. State Department has been "highly pressuring the film industry" to avoid dealings with Russia, P. J. Wood, secretary of the Independent Theatre Owners of Ohio, said James M. Johnston and another industry "could clear the skies of the industry" by "placing the blame where it belongs—in the State Department."

Wood has not received a reply to the letter he sent to Truman earlier this month, protesting the agreement to send American films to Russia and its satellites. He said he is fearful that the protest has "dropped down somewhere in State Department red tape." He said he had protested to the State Department in the hope of starting negotiations for the agreement but "they were evasive."

Schneiders to Europe On Warner's Plans

Samuel Schneider, Warner Brothers vice president, will leave aboard the S.S. Queen Elizabeth tonight for London and Paris to discuss the company's current film plans in England and France. He will be gone a month. Mrs. Schneider will accompany him.

Mildred Early, Coast Office Manager of QF

Hollywood, Aug. 21—Funeral services for Mildred Early, who has served the studio here, will be held here Wednesday, at the church of the Recessional, Forest Lawn, for Mildred Early, office manager of Quigley Publications' Hollywood Bureau for past 22 years, who succumbed to heart ailment yesterday morning a Hollywood Presbyterian Hospital. Entering the company as a secretary and script girl at First National Studios in New York, Miss Early had come to California to continue in that line at the original Metro studio here, changing over to the office management of the local Quigley headquarters in 1926.

The heart condition was one long standing and worsened early this summer, requiring hospitalization a few nights ago. Her mother, Alice L. St. John, a brother, William J. St. John, and a sister, Wilma J. St. John, survive. Interment will be at Forest Lawn.

Connett Opens New Offices in the South

New Orleans, Aug. 21—Mr. Connett, owner of a circuit of 12 theatres in Mississippi, with headquarters in New Orleans, Miss., will open a branch office in New Orleans Sept. 4. The new headquarters will be in the Line Screen Guild exchange with Connett at the helm and Sammy Wright as his assistant. The latter having recently resigned as territory salesmen with M-G-M. Connett is also into a number of drive-ins in Louisiana, for which he will also be book and book.

Capitol Will View 20th-Fox's 'Farewell'

Washington, Aug. 21—A special viewing for top Washington officials of "A Farewell to Yesterday," 20th-Fox's picture in the international events of the past decade, will take place on Wednesday (23) at the Hotel of the city.

The invited guests will include members of Congress, the President's Cabinet, military and naval leaders and top officials of the State Department. The screening was arranged at the request of Blyton P. Skousen, president of the 20th Century-Fox, producer of the Movietone feature, will be host at the screening.

Drive - in Explosion Injures Paul Longo

Boston, Aug. 21—A gas explosion leveled the building housing the production department of the parts of the Medford drive-in theatre in Medford, early last evening, critically injuring Paul Longo, owner. Longo was rushed to Lawrence Memorial Hospital in Medford for treatment of burns. Fire Chief John W. Sanborn of Medford said the damage from the explosion and fire would exceed $15,000.

MOTION PICTURES DAILY Tuesday, August 22, 1950

Schaefer Estimates $3-Million For 'Men'

George J. Schaefer, general sales manager of Ceylon Screen Producer Productions, yesterday advised the producer that "The Men," currently in release by the United Artists, "may conservatively be expected to gross $3,000,000, giving it almost as much money as either "Birch," or "The Brave," also Kramer UA releases, that company states.

The estimate was predicated on the basis of first key city returns and circuit bids for the Marlene Brandt-Teresa Wright starrer. Loew's has ticketed the Kramer hit for its metropolitan New York and 50-city cross country circuit. Chicago is set for an August 30 opening.

In its three-week run at New York's Radio City Music Hall, "The Men" showed a box-office take of over $380,000, returning to the producer around $125,000—one-fourth the picture's cost, UA added.

Williamson, Adams Transferred by WB

Ed Williamson, Warner branch manager, has been transferred to the company's office in Dallas, with Vernon Adams, Dallas branch manager transferred to Memphis, according to an announcement by Ben Kalmenson, the company's vice-president in charge of distribution.

King Going to Palestine

Hollywood, Aug. 21—Twentieth Century-Fox production chief Darryl F. Zanuck announced that plans for filming the King's visit to Palestine reigned on the Philip Dunne screen story, "David and Bathsheba," to Film Classics. The shooting will be starred.

The picture will be filmed in Palestine and King will fly there to select location sites and set up his production plans immediately after the first preview on his recently completed, "Ed Climb the Highest Mountain."

NEW YORK THEATRE

RADIO CITY MUSIC HALL

Rockefeller Center

SUNSET BOULEVARD

William Holden ♦ Gloria Swanson
Erich Von Stroheim
A Paramount Picture

SPECTACULAR STAGE PRESENTATION

The JUNIORS

A MUSICAL JUVENILE PRODUCTION

BANBURY CREEK

BARRY SWANK

BARRY STEIN

CORY HUSTON

WILLIAM KEMP

HARRY BURKE

Cosmopolitan Orchestras

BROADWAY, BROADWAY

<box>(4,936),(993,994)</box>
Legion of Decency Ratings Posted by Albany Churches

ALBANY, N. Y., Aug. 21—Legion of Decency ratings for pictures playing Albany theatres this week appear in this week's issue of the Legion's report, which contains ratings for many films distributed within the city. A full listing of the ratings will be made available at the Legion's office. The Legion's rating system is based on a scale of 1 to 10, with a rating of 1 indicating a picture that is considered suitable for all audiences, while a rating of 10 indicates a picture that is suitable only for those 18 years of age or older.

Three New Films Are Rated 'B' by Legion

Three new films out of a total of six films examined by the Legion this week have been rated 'B' by the Legion. These films are: (1) "The Naked City," distributed by RKO; (2) "The Great Gatsby," distributed by Paramount; and (3) "The Million Dollar Hotel," distributed by United Artists. The Legion's rating system is based on a scale of 1 to 10, with a rating of 1 indicating a picture that is considered suitable for all audiences, while a rating of 10 indicates a picture that is suitable only for those 18 years of age or older.

Saturation for 'Flags' in South

ATLANTA, Aug. 21.—Divisional headquarters here of 20th-Fox disclosed today that 272 bookings of "Two Flags West" have already been set for the saturation release campaign throughout five territories covered by the six Southern exchange centers. A record 400 prints of the film will be distributed, it is reported, and an estimated 200,000 doubloons of cash and 200,000 letters of recommendation will be sent to exhibitors of the film, as well as to the public at large, via the exchange copy of "Two Flags West." A total of 10,000 copies of the film will be distributed to the public, and a total of 5,000 copies of the film will be distributed to the public, as well. The film will be distributed in the following territories: (1) Kentucky and Tennessee; (2) Alabama and Mississippi; (3) Georgia and Florida; (4) South Carolina and North Carolina; (5) West Virginia and Virginia; (6) Ohio and Pennsylvania; (7) Indiana and Illinois; (8) Wisconsin and Michigan; (9) Minnesota and Iowa; (10) Missouri and Arkansas; (11) Louisiana and Mississippi; (12) Texas and Oklahoma; (13) New Mexico and Arizona; (14) Colorado and Utah; (15) Nevada and California; (16) Hawaii and Alaska; (17) Puerto Rico and the Virgin Islands; (18) American Samoa; (19) the Marshall Islands; (20) the Federated States of Micronesia; (21) the Caroline Islands; (22) the Marianas; (23) the Mariana Islands; and (24) the Northern Mariana Islands.

Grovas Acquires 21 Foreign Productions

MEXICO CITY, Aug. 21—More than 20 Spanish and Italian pictures are available today for Mexico, J. Grovas, president of Cinematografos Grovas, distributor of Mexican and European pictures, reported here today. Grovas, who has been in the foreign film industry for many years, has made many important contributions to the industry. Grovas is a well-known figure in the foreign film industry and is well-respected for his work in bringing foreign films to Mexico. Grovas is a member of the Legion of Decency and is a supporter of the Legion's rating system.

Krumm to Recontest New Orleans Branch

The appointment of Henry Krumm as president of the National Motion Picture Association of New Orleans, the branch of the Legion, has been announced here today. Krumm is a well-known figure in the foreign film industry and is well-respected for his work in bringing foreign films to New Orleans. Krumm is a member of the Legion of Decency and is a supporter of the Legion's rating system.

New Dickson Projects

DICKSON, Tenn., Aug. 21.—Construction of a new 900-seat theatre has been started here by the Dickson Theatre Co., according to a report received here today. The theatre will be located on the corner of Main and Broad Streets, and will be built on the site of the old Dickson theatre, which was destroyed by fire. The new theatre will be a modern, air-conditioned, and electrically-equipped facility. The theatre will be operated by the Dickson Theatre Co., which is owned by the late John D. Dickson.

O'Brien Calls

(Continued from page 1)

consider holding a meeting in London or Paris for the purpose of enunciating a policy in the future of the British film industry. He wants em- ployers, too, to join in the meeting. The meeting will be held in London or Paris, and will be attended by representatives of the film industry.

NY 1st-Run Grosses

(Continued from page 1)

continues to make box-office history. Accompanied by the stage presenta- tion, "Sunset," which is now in its second week, is matching the first week's income of $40,000 a day by day. The record-breaking initial week's take of $166,000, non- holding, is based on an initial run of ten weeks, during which time the show has been performed over 200 times, breaking the current second stan- dard.

"Three Little Words" is an impor- tant box-office performer at the State, where the second week's income is likely to reach $34,000.

Rivoli Perks Up

Strongest attraction the Rivoli has had in many months is "Tina Dutch," which provide the house with a prosperous first-week's take of about $37,000. "Stella," with Milton Berle and his television revue on stage, is tremendous at the Rosy. The best in over a year for the house, the Rosy combination may reach $120,000 in the first week.

"The Furies," with the Mills Broth- ers, is also up. "The Furies" is at the stage at the Paramount, is headed for an estimated $65,000 in a good first week. "The Pettigirl, with Gene Krupa's orchestra, is a hit. "The Pettigirl" trade, on stage, is helping a gross of about $54,000 in its first week, which is also good business next at the Capitol will be "Summer Stock," with the date yet to be set.

Treasure for Island

Treasure Island, get off to a good start at the Mayfair, where the first week's take is estimated at $36,000. At the Globe, "The Torch" is fair enough with an estimated $10,000 figure for the first week.

Our Very Own" is holding up well at the Victoria, which looks for about $22,000 in a fourth week. "Edge of Doom" is slipping at the Astor, with about $13,000 indicated for a moderate third week. "Kiss Tomorrow Good- bye," with Tony Harper, the Lind Brothers and Billy Vine on stage is continuing at the Strand, where an estimated $42,000 is in view for the third week, and it stage. "Abbot and Costello in the Foreign Legion" promises to do about $10,000 in a modest second and final week at the Strand. Ron Miller, who is in the Capitol, will be "The Desert Hawk," for the Friday.

Allport Defers

(Continued from page 1)

nicians' groups for both sides, held in London late last week, revealed con- siderable disagreement, regard to the bonus percentages to be paid to the American companies. Final agreement was not expected until late next month.

For a Better Vacation!

It's the Campus, of course,
New Deluxe Cabins and Cottages Built for college boys or a Neat - Golf - Tennis - Fishing- Games - Movies

Special 10% Discount to Teachers, Students, and Parents

Send in or present this Ad!

Write, Phone or Wire for Reservations,
THE CAMPUS, Bushkill, Pa.
IN THE POCONOS
Phone: Shuksil 54
20,000 Jam
The Chicago
For 'Louisa'

Extra traffic policemen were called to the Chicago theater Friday to handle the crowds waiting to see the world premiere of the movie "Louisa."

The crowd extended four and six abreast north in State st. to Lake st., east to Wabash av., then south almost to Randolph st.

"I don't get it," John Balaban, B & K president, said. "There isn't any sex, no violence, no crime in the picture. It's a home movie."

Whatever the reason, more than 20,000 paid to see the movie Friday.
Trade papers, film buyers, exhibitors and movie fans all predicted that LOUISA would prove to be the top family picture of the year.

First fifteen test engagements, backing up the tremendous record-breaking World Premiere business at the Chicago Theatre, Chicago, proved these predictions 100% correct.

THERE HAS BEEN NOTHING LIKE IT SINCE ‘THE EGG AND I’

“Louisa”

is the Box-office Gal of the year!

ASK THE EXHIBITOR WHO PLAYED IT!
The Leathernecks Have Landed

Get playdates NOW at your

FLAMING . . . SMASHING . . . ACTION!

Lew Ayres - Isabel Jewell
Jimmy Ellison - James Burke - J. Carrol Nash

Directed by
Howard Bretherton

Screenplay by
Steven T. Miller

A Republic Picture

Waltz Tempo

Supervised by
Ron Goldsmith
Knockouts!

Come On! Leathernecks

Richard Cromwell
Marsha Hunt

Directed by: James Craven
Screenplay by: Sidney Sheldon and Stuart McConaughy
Original Story by: Sidney Sheldon

A Republic Picture
**Ontario Emergency Shipping Threat**

Toronto, Aug. 21—Because of the general railway strike across Canada, film distributors here have worked out a system for handling film shipments in cooperation with the Motion Picture Theatre Association of Canada. The system provides for the presentation to more than 200 theatres and circuits for the relay of prints by special highway transport or automobile independent of the railroads.

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**Wald-Krasna**

*Continued from page 1*

Wald-Krasna

The biggest talent source available to producers today is in the freelance pool, Krasna said. No single studio can compete for it but it is obtainable by producers who have story material tailored to the stars and talents who are prepared to offer them the incentive of participation deals.

"Many already have expressed willingness to join us on that basis," he said, "and in every case they are the ones we want." Wald and Krasna indicated that their own deals with RKO are on a similar basis and will take a fraction of the salary they could get elsewhere for a share of the profits in the picture they produce.

While their pictures will carry the Wald-Krasna trade-mark, they will not give themselves production credits on the screen, they said. "We don't think our names sell tickets. The material is the thing." 

No Washed-up Stars

Wald said he learned from Jack Warner when he was dealing about production; he was taught to give young people and new ideas a chance and that he had been one of those who was a "washed-up star." A star always has box-office value if the right role is found for him, he said.

He credited Warner with giving Darryl Zanuck, Hal Wallis and himself (Wald) "a chance." One of their aims, they said, will be to have "the curtain and effect smoother planning and working between the two centers."

They hope, they said, to inject enthusiasm as well as novelty into their productions and "if we succeed, we will have helped other producers and the industry. Successful pictures are good for all of us." 

"That's true," said a representative, "the picture going habit alone is not enough. We can no longer sell a scheme of pictures. They must be made and sold individually, and on a basis such that every one has a chance to share in the profits. We think our participation deals will help us to do this."

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**Reviews**

**Mister 880**

*(20th Century-Fox)*

LITTLE was heard of "Mister 880" before 20th Century-Fox sneak-previewed the production at the Academy of Music in New York the other night but, we promise much will be heard in praise, 'cause this is solid, human entertainment, devoid of lavishness and enlivened by a character performance by Edwin Gwenn which is superb. Paraphrasing the oldie, he is "without the price of a ten-cent stamp." This production is not an 'epic.' It is not a "spectacle." It is not "colossal." It is just plain enjoyable. Our observations in this connection were verified by the reactions of audiences at the preview, and for marketing purposes, Mr. Exhibitor, the title gives you nothing. What means "Mr. 880?" But, corrall your first patrons, and then watch the word-of-mouth build up. Actually, the title comes from the case number of the Treasury Department files on Gwenn. The story is about a crime committed by a person who is not a criminal, per se, Gwenn, who has a little print-press and a plate from which he prints phony bull horns which he sends to pretend the kids in the neighborhood, taking them to Coney Island, etc.

The Treasury Department diligently traces the phony horns back a long period, aided and abetted by expert sleuth Burt Lancaster, who, during his pursuing, meets and falls in love with Dorothy McGuire, a resident of the tenement in which Gwenn has his "Cousin Henry"—the press from which he gets his single-dollar stipend.

Old Gwenn, apprehended, and in full subsequence before a Federal Judge, is attested by neighbors as being a kind, thoughtful person who was not a fifty-back counterfeiter, but one who made "Cousin Henry" work for the good of the neighborhood. He was sentenced, of course, to the "pen," but was given a minimum because of the pleadings of neighbors, and Secret Service Man Lancaster and fiancée Miss McGuire. The romance between Lancaster and Miss McGuire is the old familiar story of the man who had been one of the police and the gallant girl who had been one of the pertaining district attorneys. The story line is one which develops along familiar ways.

Miss Fontaine enters the scene just about the time Miss Leslie is to be married to Scott, a wealthy socialite. Her avuncular eyes about Scott, Miss Fontaine goes about saying little from Miss Leslie by subtle suggestion and innuendo. It happens that Miss Fontaine is also attracted by Ryan, a young reporter, and it is a matter of Scott, Howard Hughes, Ryan, and Miss Leslie to be decided bodily.

Edmund Goulding directed, most efficiently. The same may be said of Julian Blaustein's production. The screenplay is tops, as would be expected, coming from Robert Riskin, based on an article in the New Yorker written by the late Millard Mitchell, Minor Watson, Howard St. John, Hugh Sanders, James Millican, Howard Chamberlain, Larry Keating, Kathleen Hughes, Geraldine Wall, Mervin Williams, Norman Walker, Helen Hays, Ed Max Wilcox and George Adrian. All a commendable job.

Running time, 90 minutes. General audience classification. October release.

**Born to Be Bad**

*(RKO Radio)*

THE picture's title aptly characterizes Jean Fontaine as an unscrupulously ardently young lady whose selfish pursuits disrupts many a life. The best selling point about the picture is its strong cast which also includes Robert Ryan, Zachary Scott, Joan Leslie and Mel Ferrer. The story line is one which develops along familiar ways.

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Running time, 90 minutes. General audience classification. October release.

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**Short Subject**

**As Russia Sees It**

*(March of Time—20th-Fox)*

A highly informative and analytic study of the operation of the Russian mind is brought to the screen in the latest March of Time series by 20th Century-Fox. It evaluates the aspirations for conquest as Stalin sees them, and portrays why future Russian action now in Korea rather than elsewhere. The subject also points out that Stalin was taken by surprise by the massive offensive measures in Korea, but that he welcomed the chance to test his weapons against the North Korean invaders. 17 minutes.

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**20th-Fox Tribute**

*Continued from page 1*

ryl F. Zanuck film on race prejudice: "No Way Out."

Judge Robert P. Patterson, press director of Freedom House and former Secretary of War, will present a special award on behalf of the organizations to Spyros P. Skouras, president of 20th Century-Fox.

The groups joining in the award are Freedom House, Anti-Defamation League and Metropolitan Council of Nazi Brith, National Association fo the Advancement of Colored People, Public Education Association, Citizens' Planning and Housing Council and the Common Council for America.

"No Way Out," starring Richard Widmark, Linda Darnell and Stephen McNally, is now playing at the local Rusty Theatre.

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**Litton Reenagles Willet**

LOS ANGELES, Aug. 21—Jac Wil len, exploiter, has been engaged by Louis S. Litton, Monogram's adver
tisement director, to handle the campaign for the opening here of "Modern Marriage," scheduled for Aug. 14, at the Kaito, Ha waai and Beverly Minne Halls, three of the local Motion Picture theatres.

Willet did exploitation for the film when it had a world premier at the Golden Gate Theatre, San Francisco.

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**Reade, RKO Talks**

*Continued from page 1*

to be entered today in New York Superior Court, Trenton, directing dissolution of the jointly-owned circuit. However, Judge Jayne, who runs RKO in favor, is now on vacation and there is an indication that his order may not be entered until he returns next month.

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**U.K. Films in Canada**

*Continued from page 1*

get the approval of top level officialdom and the common practice in Canadian theatres to use British film only. However, there is a supply of duble bills, using one British film and one from other sources, may be replaced by a policy of using single British films of single bills.
Way Clear for Renewed Allied COMPO Vote

Extension of Support Due at Board Meeting

WASHINGTON, Aug. 22—Allied States Association's participation in the Council of Motion Picture Organizations will probably be extended at the next board meeting, general counsel Abram F. Myers predicted today.

At the same time, he expressed the hope that Allied regional leaders "will urge their members to begin contributing to COMPO" as soon as the exhibitor-payment plan for financing COMPO goes into effect.

The Allied official said that the recent controversy involving COMPO "has a temper in it, too." (Continued on page 7)

20th-Fox Reopens Consent Decree Talks With Gov't.

WASHINGTON, Aug. 22—Twentieth Century-Fox has reopened its efforts to work out with the Justice Department a consent decree settlement of the Government's anti-trust suit against the film company.

National Theatres president Charles Loew, and attorneys Fred Pride and John Bertero met late yesterday with Assistant Attorney General Herbert Bergson, and met most of today with other Justice Department officials. Negotiations will be resumed tomorrow, and may continue through Thursday. 20th-Fox president Sporos Soulas was in town yesterday, but (Continued on page 7)

I.M. Warner to Help Sell His Pictures

Jack I. Warner, newcomer to the ranks of independent production, has begun operations on the theory that the producer-director's job extends beyond the delivery of a production to the office and is backing it up with plans to tour numerous key cities in the U.S. and possibly Canada to promote his first, "The Man Who (Continued on page 5)

McFaul a Leader In War Defense Aid

McFaul, a Leader In War Defense Aid

Albany, N. Y., Aug. 22—As a result of the news story appearing in Motion Picture Daily on Aug 15 quoting Thomas W. Ryan, director of New York State's Division of Safety, on the role of film theatres in the new defense setup, Vincent R. McFaul, general manager of Shea Theatres, Buffalo, wrote offering "all out assistance." McFaul cooperated closely with Ryan in Buffalo civilian defense work during the last war, when Ryan was chief inspector of Buffalo police.

Ryan thanked McFaul for his latest offer of cooperation stating it was typical of what can be expected from motion picture operators.

Brandt-RKO Deal Closing No Nearer

Brandt-RKO Deal Closing No Nearer

Obstacles in the way of an early closing of the Harry Brandt deal for acquisition of Howard Hughes' controlling stock interest in the postwar Paramount RKO theatre company have not been surmounted yet and could result in prolonged delay, it was learned yesterday.

Insufficient progress has been made by attorneys on both sides in the way of meeting Hughes' requirements for satisfactory warranties, applicable next Jan. 1, to require the return here of Noah Dietrich, RKO board chairman and Hughes' representative in the deal, and Hughes' attorney, Thomas Slack. The two were tentatively scheduled to return here from the West last week.

Meanwhile, reports are current that Rabin, Loeb and Co., Brandt's bankers in the $8,000,000-plus deal by which (Continued on page 7)

20th-Fox to Make 24 at Home, Six Abroad: Zanuck

By PETER BURNUP

LONDON, Aug. 22—About six pictures will be made by 20th Century Fox in foreign locales during the next 12 months, of which two or three will be made in England, Darryl F. Zanuck, production head, told reporters here. The company, he said, will make 24 features in Hollywood during the same period.

In addition to the two or (Continued on page 6)

U. S. Collected $371,244,019 Ticket Taxes

WASHINGTON, Aug. 22—General admission tax collections during the fiscal year, ending last June 30, 1950, totaled $371,244,019 compared to $385,843,793 in the previous fiscal year, the U. S. Bureau of Internal Revenue reported today. This was a drop of $14,599,775, or slightly less than four per cent.

According to unofficial figures, slightly over $8,000,000 of the drop in the general admission tax collections came in the last half of 1949 while the other $6,000,000 came in the first six months of the year.

Exhibitor groups have maintained that business is considerably worse than the general admission tax collection figures indicate. They claim that the figures do not take into account the increased number of theatres operating, higher operating costs, or the fact that increased football or concert attendance might mask an even sharper drop in film-going.

M-G-M Considering Multi-Film Sales

Metro-Goldwyn-Mayer is considering a plan of selling more than one feature production at one time, one company disclosed here yesterday in a statement that also made yesterday in Chicago by company sales vice-president William F. Rodgers. "We have had in the last two years a number of situations that involved a large film for some time. We will continue to study it. We know that there is a desire on the part of certain exhibitors to take advantage of such a convenience."

Myers Urges Moderate Rise In Admissions

WASHINGTON, Aug. 22—Abram F. Myers, general counsel of Allied States Association, today urged exhibitors who are having a hard time making ends meet to resort to a "moderate" increase in admission prices.

With prices going up in so many other fields since the outbreak of the Korean War, the public, for the time being, is used to price rises, Myers said, and "this is a favorable time for exhibitors who feel they must do so to advance their admission scales."

Here is the way Myers analyzed the situation: During the past 10 years, exhibitors' operating costs have steadily increased. In the past three years, (Continued on page 3)

Says Slight Increase Is Warranted at This Time

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Here is the way Myers analyzed the situation: During the past 10 years, exhibitors' operating costs have steadily increased. In the past three years, (Continued on page 3)

Says $500,000 Suit Filed Against EL Over FC 'Merger'

Irv Kaufman, Film Classics creditor assignee, said yesterday he has filed in New York Supreme court an action against Eagle-Lion and its parent company, Pathé Industries, seeking $500,000. He described the sum as due to creditors in consequence of the uncompleted merger agreement with Film Classics.

Kaufman said he already has served summonses on the defendants. However, ELC president William MacMillen, Jr., said that no summons or complaint has been received by E-L, whose executive vice-president he was (Continued on page 5)

16 No. Cal. Houses Enter FWC's Fold

SAN FRANCISCO, Aug. 22—Larry Peters, Fox West Coast attorney, was here today from Los Angeles to complete negotiations for the transfer of Northern California theatres from Golden State Realty Corp, and T. & D., Jr, Enterprises to FWC.

Complete list of theatres officially turned over at the close of business (Continued on page 7)
Meiselman Files a Second Trust Suit

CHARLOTTE, Aug. 22—H. H. Meiselman has announced his second suit against major distributors to cut down the damages sought in the original complaint but adding a new claim, that unilateral changes and injunctive relief are sought.

Meiselman originally sued all of the major distributing companies and the Willy-Kiney circuit, alleging a conspiracy to deprive his Center Theatre in Charlotte of first-run films. His request for a temporary injunction was taken to the Circuit Court and denied, and the case is now back in District Court, where Meiselman proceeded on his request for a permanent injunction and damages.

The original suit asked $250,000 damages, trebled to $750,000. In an amended complaint this will be scaled down to $75,000, trebled to $225,000. However, the amended complaint charges that the seven distributors are engaged in a similar conspiracy to keep first-run films from Meiselman’s Manor Theatre in Wilmington, N. C., and that the court should grant injunction and award additional $125,000 damages, trebled to $375,000 for the Wilmington situation. Added as defendants in the new suit as well as the Wilmington theatre are United Paramount Theatres, Inc., Wilmington Theatres, Inc., and the Willy-Kiney Service Corp.

'Free Market' in U.K. Newsreel Oct. 1

LONDON, Aug. 22—Revocation of the government's newsreel stock control has canceled the supplementary contract requiring exhibitors to show the reels has been postponed to Oct. 1 at the suggestion of government officials. Exhibitors had asked for immediate cancellation and the newsreel's had asked for postponement to Nov. 1 because of "unexpected difficulties" in effecting the change, which will be reversed by the government. Exhibitors claim an improvement in the reels already is discernible.

J. M. Jacobs, 61, MGM Salesmen 18 Years

COLUMBUS, O., Aug. 22—J. Milton Jacobs, 61, chief newsreel manager of the Wynn-Mayer film salesmen in the Cincinnati exchange area for 18 years, died here last week following an operation. For the past three years he was sales representative for RCA television for the local Gustav Hirsch organization. Before joining M-M Jacobs and his wife, Edna, had a vaudeville act in which they toured the country. She is the sole survivor.

Dr. Spencer in New British Kodak Post

LONDON, Aug. 22—Dr. D. A. Spencer, reputed to be one of the world's leading color photographers, has been appointed in Kodak's new director and deputy managing director here. He has been with Kodak since its start-up and has numerous patents, along with its sales abroad.

Personal Mention

HENRY A. LINET, Universal-International Eastern advertising manager, was in New Haven last night from here.

E. K. (Ted) O'Shea, vice-president of Paramount Distributing Corp., has a new grand-daughter, Maureen O'Shea, the daughter of Edward Kelly O'Shea, II.

EDWARD L. WATSON, assistant general sales manager for Republic, will leave here today on a tour of branches with San Francisco his first stop.

ALFRED CROWN, general sales manager for Samuel Goldwyn Productions, is here for Europe next week by plane.

Sid BLUMENTHAUS, Paramount advertising manager, left here yesterday for Chicago.

CHARLES DIETZ, M-G-M field press representative in Detroit, is here for home office conferences.

JOLL LEVY, out-of-town booker for Loew's Theatres, has returned to New York from a New England tour.

JONAS ROSENFIELD, advertising manager for 20th Century-Fox, is vacationing at Nantucket.

JON P. BYRNE, M-G-M Eastern sales manager, has delayed his scheduled trip to Boston for one week.

New UA Distribution In Germany Is Set

Distribution of United Artists product in Germany and Austria will be handled by Constantin Führerlehre, native agent here with Chy-Prehn Phillips, under a deal closed by Al Low, UA foreign head, during his recent trip to France and Germany. He returned to New York last weekend.

The deal is a license arrangement with Phillips to set up exchange business in Berlin, Düsseldorf, Frankfort, Hamburg and Munich, all in Germany and subsequently others in Austria.

UA product hereofore has been channeled through the Code Export Association which is discontinuing its operations in Germany this month.

Also during his trip Low installed Bud Orstein as UA's new Continental European manager.

Goodfied Leaves To Join Circuit

HOLLYWOOD, Aug. 22—Robert Goodfied, advertising-publicity director for Eagle Lion's Corinna Metropolis, has been transferred to the company's New York office. Goodfied succeeds Edward Fisher, who leaves Metropolitan to join the Republic-Studios-to-be subsidiary of General Theatres.

Court Orders Korda, Selznick to Settle

Federal Judge Irving Kaufman at a hearing here yesterday in the continuing dispute between David O. Selznick and Alexander Korda, stated that Selznick must release to Korda approximately $100,000 ($280,000 would be the full amount of the "Paradise Case" held in escrow in London for the past year, similar to his recovery from Korda here of a print of "Gone to Earth." The exchange is scheduled to be released to Korda within 90 days from the date of the judgment from London in the next few days, according to Louis B. Mayer, president of the studio which holds and Selznick pictures abroad. After preliminary litigation the dispute went to arbitration before industry law firm of Schwartz and Frohlich, counsel for Korda.

The dispute arose from reciprocal agreements entered into by Selznick and Korda several years ago, involving loan, loaning, and discharging rights to "Paradise." The arbitration started from Selznick deliverance of the "Gone to Earth" print, which had been approved by Korda and returned forthwith, to Selznick, who is alleged to have been allowed to copyrighted value to the industry.

Magazine Features Coast 'Normalcy'

That Hollywood has actors who earn modest incomes and live normal every-day lives there is brought to the attention of the 20,000 families who buy Ladies' Home Journal in its "How America Lives" feature for September.

Edward Karns, his wife and daughter, their small home and $20 weekly budget are the subjects of a single article by Roger Butterfield, extending over 10 pages and literally illustrated with both color and black-and-white photographs. There is little called to the attention of motion picture executives by the Journal in personal letters which call attention to the bright "propaganda" value to the industry.

Lesser Forms New British Company

LONDON, Aug. 22—Sol Lesser confirmed on leaving here for France to report to New York that he is forming a new British company, British Principal Pictures Corp., but declined to divulge particulars.

It was stated that the new company will be concerned with the licencing of Lesser's and others' pictures for television.

Myers New Lippert So. Division Head

NEW ORLEANS, Aug. 22—Fred Myers has been appointed head of Lippert southern division representative. He replaces W. K. Cohen, who is to become chaise holder of Screen Guild and Lippert Productions here. Roy Nixen replaces him at IG.
Delay in Film Deliveries
To UA Reported Weighed

Wald, Krasna Feted by RKO

RKO home office executives met new independent producers Jerry Wald and Norman Krasna at a luncheon reception given by Ned E. De- piet, RKO's vice-president. Wald is scheduled to arrive here yesterday noon. Some 40 members of the parent organization, the distribu-
tors and associates attended the luncheon and Dean and company, the studio's top sales

J. M. Warner to Help

(Continued from page 1)

Cheated Himself." The son of Jack L. Warner, War-
er's chief of staff, was the guest at a press luncheon at the 21 Club here yesterday given by 20th Century-Fox for publicity reading, for the film. He reported he is awaiting re-
leasing plans for the picture before mapping any specific itinerary for his father's tour. The film is said, is to talk to exhibitors and 20th-Fox personnel on his father's pro-

Myers Urges Rise

(Continued from page 1)

there has been a box-office recession, accentuated in the last nine months. Exhibitors, seeking some escape from this squeeze, for a time placed their hopes for relief in Congressional reg-
nings of the picture business. The Korean War ended those hopes, and instead higher income taxes are to be voted, increasing the exhibitors' burdens.

"Only Hope of Relief"

"Apparently the only hope of im-
mediate relief lies in increasing admis-
sion prices," Myers declared. He ad-
mitted that higher prices might fur-
ther cut attendance, but added that "many exhibitors have no choice but to make the experiment; they cannot continue indefinitely under present conditions, and opportunities to reduce operating costs in a number of ways are limited. Harsh as it may sound, we are again entering upon a war economy, with attendant inflation. The prices of virtually all commodities have increased since the war broke out."

Myers said motion pictures must re-
main a popular entertainment and there is "grave danger" in making prices too high. But, he continued, "there have been no increases for a long time, exhibitors have demonstrat-
ed that they can profit, and moder-
ate increases at this time should be accepted by the public. It is in the public interest that theatres remain open, and if a small increase can be absorbed the picture is under a moderate price hike, then by all means let it be done."

Sign Wilder to New Paramount Contract

Hollywood, Aug. 22—Billy Wilder, director of "Sunset Boulevard," has been signed by Paramount to a new producer-director-contract, according to sources. Following his current obligations with two more pictures to be made upon the completion of his present agreement, which calls for one more film following his currently shooting produc-
tion, "Ace in the Hole." The new pact is non-exclusive.

In November, Paramount will send Wilder to Europe to spend three or four months searching for material. Following shooting he will return to Hollywood early next year to start filming of a project developed during his European stay.

To Make Subject on 'Little League' Ball

Jack Eaton, producer of Grandstand, Rice Sportlight, and Emeron Yorke, film co-coordinator for Little League World Series, has announced that a baseball subject short will be produced, and a reel short subject on organized base-
ball for boys between eight and 12 years of age. For this purpose, a prominent national and world short subject sales manager, as announced.

Large Numbers At Film Ad Exhibit

As of yesterday an estimated 11,000 had attended the Advanced Progress in Motion Picture Advertising exhibit at the Associated Press Building here according to Reeves Lewenthal, direc-
tor. Thousands more are expected be-
fore the exhibit closes Friday after being held this week because of heavy attendance.

Gloria Swanson, star of Para-
mount's "Sunset Boulevard," will be honored at the "Mid-Century Expo-
sition of Fashion" in Dallas, Sept. 4-5.

Award to Miss Swanson

Gloria Swanson, star of Para-
mount's "Sunset Boulevard," will be honored at the "Mid-Century Expo-
sition of Fashion" in Dallas, Sept. 4-5.
"ANNIE GET YOUR GUN" (Tech.)
"FATHER OF THE BRIDE"
"DUCHESS OF IDAHO" (Tech.)
"NEXT VOICE YOU HEAR..."
"SUMMER STOCK" (Tech.)
"STARS IN MY CROWN"
"THREE LITTLE WORDS" (Tech.)
"CRISIS"
"THE ASPHALT JUNGLE"
"KING SOLOMON'S MINES" (Tech.)
"A LIFE OF HER OWN"
"THE MINIVER STORY"
"TO PLEASE A LADY"
and many more!

Book the industry short "On Stage Everybody" and help our disabled vets.
SERVED EXCLUSIVELY WHEREVER FILM MEN MEET

All over the industry they're saying:
"IF YOU WANT GOOD NEWS, PHONE YOUR M-G-M EXCHANGE"
Eady Tax Plan to U. K. Trade Today

London, Aug. 22—An accountant's plan for the collection of excise duties under the Eady entertainment tax proposal for creating a film production pool will be placed before their trade associations here tomorrow.

Originally, it was proposed that exhibitors pay their individual levies directly to the pool. Now, however, it is believed the Treasury will direct customs and excise authorities to collect the money and pass it to the pool periodically.

Sir Henry French, director general of the British Film Producers' Association, warns that no payment to producers may be expected this year, that whatever machinery is agreed upon within the trade will subsequently have to be confirmed by the Board of Trade, necessitating inevitable delay in getting the plan into work.

Salaries will be paid out of the fund to the independent chairman of the pool, to be appointed by the government, and to the secretary. All administrative expenses will be paid out of the fund before money is distributed within the trade.

It has been decided that no funds will be paid out for the production of films for television. Nevertheless, exhibitor opposition to the pool continues, and no doubt will be aired at the Sept. 13 meeting of the Cinematograph Exhibitors Council.

Will your Will work?

Will your final wishes fail to be realized because you've made a faulty will? Technical flaws, a misused word, the absence of a few important elements, all can invalidate your obvious intent.

If there is uncertainty in your mind, please accept a copy of this new booklet, "Make a Will That Will Work" is a handy reference guide to every phase of will making problems. Your copy is waiting for you at any Bank of America branch; or write the Trust Department, 660 South Spring Street, Los Angeles. Do it today—while you're thinking about it.

Reviews

"Walk Softly, Stranger"

(J.R.R.K Radio) Joseph Cotten and Valli, the stars of "Walk Softly, Stranger," are names to make any exhibitor's marquees shine attractively. The picture is a leisure-paced melodrama, embellished with flashes of excitement here and there but generally falls into a standard plot pattern.

The picture opens with Cotten entering a small Ohio town, presumably the scene of his boyhood. In a way, this is a wistful trip, for he is guessed by the sweet Valli, who is engaged by some mysterious Mandel, a name that will be followed by a series of events, and there is a mysterious air about him as he rents a room at the house of a widow, played by Spring Byington. At a fashionable country club he meets Miss Valli, crippled daughter of one of the town's wealthiest men. In time, Valli and Cotten become friends, and Cotten is an important job at Miss Valli's father's factory, he somehow prefers to stick to the humble one he obtained on Miss Byington's recommendation.

The break of murder comes some months later when he meets his pal, Paul Stewart, in a nearby city and the two hold up a gambling house. The robbery completed, Cotten decides to break clean with his underworld past and develop the action in the little Ohio town. However, the wheels of underworld retribution grind inexorably against him. Presently Stewart is killed by gunmen and finally they catch up with Cotten and take him for a ride. In a burst of desperation, Cotten sets the driver and sports car on fire, and he is able to escape.

There is a restrained quality to Robert Stevenson's direction while the screenplay by Frank Fenton is studied with easy contrivance. The finale of the picture is explosive and dramatic. The film, produced by Robert Sparks, bears the stamp of a second-rate picture.

Screening time, 81 minutes. General audience classification. Release date, Sept. 16.

Manuel Hershman

"Shakedown"

(United-International) A neat action melodrama with a different twist has been turned out by director Joe Penney and producer Ted Richmond. The hero of the film, a handsome newspaper photographer, uses his talents for blackmail and other nefarious purposes. Far from being a bandit, the hero is a young man who takes up a career in blackmailing the gun molls at the facade.

The picture has some good "name" performers including Howard Duff, Bruce Cabot and Hugh Beaumont, a star that can be used effectively. Exhibitors will also be able to make use of the newspaper background in promotion. The picture in itself, has a standard gangster theme, and utilizes the action plots to good advantage. Duff is an attractive photographer whose talent of "passing" by news events is a slight gimmick, but his knowledge of the underworld is excellent. In one scene, we see a newspaperman who is a double for Duff. The film is a sequel to a popular picture that was released last year.

Running time, 80 minutes. General audience classification. For September release.

"Mule Train"

(Globe) Gene Autry and his side, Pat Buttram, provide the customary action in this latest Columbia offering. The usual Western pattern is followed in the story, with the added attraction of some new twists, more humor and four lively tunes to quicken the pace. The title song, "Mule Train," which swept the U.S. cities before, should enhance the exploitation value and audience appeal greatly.

The plot hinges on the early discovery of a natural cement deposit which is owned by Pat and John Miljan. Gene, a U. S. Marshal, takes it for himself when he learns of a gang planning to steal the trail. He meets the gang leader, attractive Sheila Ryan, who is secretly the side of Brady, an unscrupulous contractor. The latter is trying to keep Pat from selling his claim to the townspersons. After Pat's horse is stolen, Autry expresses Brady and the sheriff to everybody's satisfaction.

In addition to "Mule Train," "A Roomful of Roses," "On the Chisholm Trail" and "Cool Waters" are featured. Sheila Ryan is better than the usual Western feminine lead in both performance and appearance. The rest of the cast give able support. Direction, by John English, is capable and production by Armand Schaefer is commendable.

Running time, 70 minutes. General audience classification.

UK Studio Work Shows Minor Rise

London, Aug. 22—British studio employment figures showed a slight improvement during the second quarter of this year over the first, with a total of 4,735, an increase of 17, on 4,545. The total increase is regarded as seasonal.

In the last quarter of 1948, British studios employed 7,739.

Zanuck Abroad

(Continued from page 1)

three to be made here, Zanuck said one will be made in Australia, and one in Germany.

In reply to a question, he said he did not anticipate any serious protests from the unions over the company's production activity abroad because the volume of its Hollywood production will be maintained and only slightly increased. Moreover, he said Hollywood unions will understand the necessity of a world market and the need for them to earn their livelihoods from earnings abroad.

He denied that 20th-Fox's British production of 11 new pictures will be working out otherwise unremittable, reminding us that his company has made pictures here long before a dollar shortage developed.

Zanuck is here to supervise editing of "The Mudlark," regarded as a sure winner for the Community Theatre Performance at M-G-M's Leicester Square Theatre. He will also discuss with producer Ludwig Riefenstahl and director Henry Koster the filming of "Nevil Shute's "No Highway."

Zanuck believes that television has contributed to a box-office decline largely because many people have committed themselves to time-paying IRC's by the foresight of other entertainment expenditures, not choice but out of necessity. It is a situation that we must correct, he said.

His company's policy, Zanuck said, is to try to produce better pictures as soon as they are deemed as well as entertain; pictures which "have something to say."

"Our progress has been necessarily slow in this regard," he said, "because we find in metropolitan centers certain films are appreciated that are not appreciated in other areas. The cost of pictures has not gone down. Attendance has. When you get a film like 'Pinkly' it is a source of satisfaction to us. "We don't want propaganda pictures but we are trying to widen the screen's horizons."

Zanuck left here for Germany to learn more about 20th-Fox's picture and will return in two weeks, preparatory to the start of "No Highway" on Sept. 22 at Denham studio, which has been closed part of the year. It will star Jimmy Stewart and Marlene Dietrich.

Louis M. Hershman

Specializing in Bookkeeping Service, Audits and Certified Public Accounting. Certified Reports Furnished If Required. Reasonable Fess. Box 442, Motion Picture Daily, Rockefeller Center, N. Y. 20, Telephone, BRYant 9-2657
hers the vapors cleared away
OMPO emerged unscaled and
unarmed." He said the unanimous
sentiment written into COMPO's
delays was obviously a wise step
in view of the diverse interests in-
volved, and its workability has been
construed that the
single action can float organized in-
dustry opinion by exercising its veto
powerfully. In its present form
OMPO is, he said, a satisfactory
vehicle to cooperate, in public relations as
it could hope for.

Chances Favorable

Allied's participation in COMPO
must be renewed by affirmative action
the next meeting of the board,
their recalled. "While no one can
talk for the board in advance," he
said, "the chances are favorable
that Allied's membership in COMPO
will be extended."

Urging Allied members to start
immediately supporting COMPO
anonymously, Myers said that if by
chance the board should decide not
to continue with COMPO, members
then can stop contributing. "The time"
he declared, "that so long as
Allied is a part of COMPO, neither
Allied nor its members should falter
their support of the movement."

Brandt-RKO Deal

(Continued from page 1)

trans-Lax Corp would take over the
KO theatres, had withdrawn or was
contemplating withdrawing from the
deal because of the delays in closing.
Pokesmen for the investment firm
could neither confirm nor deny the
sports yesterday.

'Sunset' Holds In
12 of 15 Houses

A. W. Schvalberg, president of
PARAMOUNT Film Distributing Corp.,
reported here yesterday that "sunset Boulevard"
has been held over in 12 of its 15 current
run-offs, including New York City,
where the film will go into its
third week tomorrow following two
record weeks. It had its world
premiere in New York on Aug. 10.

Other holder released the Allyn Theatre,
Hartford; Paramount, New
Britain, Conn.; South Norwalk;
Plaza, Stamford; Penn, Pittsburgh;
or towns, Milwaukee; Center, Buffalo;
and Strand in Memphis. Mov- 

ers are: the Virginia Theatre, 
Atlantic City; Lyric, Cincinnati, 
and the Century in Minneapolis.

5th and Walnut Costs

(Continued from page 1)

good a Federal court judgment
of $4,570 awarded them for court
costs following dismissal of the
action.

Attorneys for the defendant compa-

nies have been notified that Alfred
Hoffman, a co-plaintiff with 5th
and Walnut in the case, will pay the
judgment in consequence of the sup-
plementary proceedings in U. S. Dist-
riort Court here. With the 5th and Walnut
company dissolved and Hoffman's
whereabouts unknown, the judgment
had gone unpaid for more than a
year.

A Federal court dismissed the case
after a jury trial here. The
dismissal was upheld by the Circuit
Court of Appeals and when the plain-
tiffs appealed to the U. S. Supreme
Court, the later refused to review the
case.

RKO Signs a Film
Deal with Coronado

LONDON, Aug. 22.—Robert Wolff,
managing director to British RKO,
and David Rose, managing director
of Coronado Productions, have signed
a deal whereby RKO will distribute
in the Eastern Hemisphere the
next Coronado production starring
Ray Milland.

20th-Fox Reopens

(Continued from page 1)

Fox officials said he was here solely on a
mission of a relief matters, and
not to go to the Justice Department with
his brother. Bergson said he had met
only with Charles Skorups, but
that he did not know whom the other
Justice officials had seen from the film
contingent.

Silent on Details

Participants refused to discuss de-
tails of the negotiations, but indicated
there was no any particularly new
proposal and that rather the emphasis
was on a renewal of attempts to settle
the case via the consent decree route
after a long lapse in talks between
the company and Government.

"The pattern has been set by
the Paramount and RKO decrees," one
Justice official said, "but it may
still be a hard job to cut the dress of
the pattern."

With the District Court order
behind them and also the Supreme
Court's refusal to review that order,
the Government is expected to be rel-
tively tough in bargaining on details
of how long divestiture is to take,
how it should be worked out, and how
much the government could be given up in
any divestiture scheme.

EL-FC 'Merger'

(Continued from page 1)

before the merger was established.

MacMillen said that the merger
debates between him and J ohn
Bernhard, former FC president
who became EL board chairman,
is continuing. They were interrupted
this week to permit Bernhard to
visit the Coast and are expected to
resume upon his return, MacMillen
said.

 Wants Greater Share

Early this month, Kaufman applied for
and was granted leave to file suit against
EL and Pathe. He contends that FC is entitled to
a greater share of the $250,000 re-
turns from films turned over to ELC
than that being paid. The merger
has been obstructed by Bernhard's
inability to deliver certain film assets
through complications with banks and
producers. The separate negotiations
with Bernhard which MacMillen said
will be continued are directed either
to completion of the merger or, if
that is impossible, to some
form of settlement with Bernhard.


(Continued from page 1)

tonight:
Parks, N. M., Midtown, San
Francisco; Pal-
ace, Parkway, Eastmont, Chico,
Oakland; Lindber in Lindsay; T. &
D., and Hi-Ho in Paso Robles; Lod-
and State in Lodi. Turlock and Fox
in Turlock; Del Rey in Hughson.
The theatres are exchanged for
Skouras-distributed films.

George Bowser, FWC general
manager, is due here tomorrow
from Los Angeles to begin an inspection
tour of the acquisitions.

CITY PLACE OF SCREENING TIME
ALBANY... FOX SCREENING ROOM, 1032 Broadway... 7:30 P.M.
ATLANTA... PARAMOUNT PROJ. ROOM, 154 Worth St., N. W... 10:30 A.M.
BOSTON... PARAMOUNT PROJ. ROOM, 59 Berkeley St... 10:30 A.M.
BUFFALO... PARAMOUNT PROJ. ROOM, 464 Franklin Street... 2 P.M.
CHARLOTTE... PARAMOUNT PROJ. ROOM, 305 S. Church Street... 10 A.M.
CHICAGO... PARAMOUNT PROJ. ROOM, 1306 S. Michigan Ave... 1:30 P.M.
CINCINNATI... PARAMOUNT PROJ. ROOM, 1014 Congress Parkway... 2:30 P.M.
CLEVELAND... PARAMOUNT PROJ. ROOM, 1755 E. 23rd Street... 2 P.M.
DALLAS... PARAMOUNT PROJ. ROOM, 412 S. Harwood St... 2:30 P.M.
DENVER... PARAMOUNT PROJ. ROOM, 2100 Stout St... 2 P.M.
DES MOINES... PARAMOUNT PROJ. ROOM, 1175 High Street... 1 P.M.
DETROIT... PARAMOUNT PROJ. ROOM, 479 Ledyard Ave... 2 P.M.
INDIANAPOLIS... CIRCLE THEATRE (Sneak Preview) Sept. 5th... 2 P.M.
JACKSONVILLE... FLORIDA THEATRE SCREENING ROOM, Florida Theo, Bidg... 7:30 P.M.
KANSAS CITY... PARAMOUNT PROJ. ROOM, 1800 Wyandotte St... 2 P.M.
LOS ANGELES... PARAMOUNT PROJ. ROOM, 1513 West 20th St... 1:30 P.M.
MICHIGAN... PARAMOUNT PROJ. ROOM, 342 Second South... 2:30 P.M.
MILWAUKEE... PARAMOUNT PROJ. ROOM, 1121 North 8th St... 2 P.M.
MINNEAPOLIS... RADIO CITY THEATRE (Sneak Preview) Aug. 24th... 10 A.M.
NEW HAVEN... PARAMOUNT PROJ. ROOM, 82 State Street... 8 P.M.
NEW ORLEANS... PARAMOUNT PROJ. ROOM, 715 South Liberty Street... 1:30 P.M.
OKLAHOMA CITY... PARAMOUNT PROJ. ROOM, 701 W. Grand Avenue... 10:30 A.M.
OMAHA... PARAMOUNT PROJ. ROOM, 1704 Davenport St... 1 P.M.
PHILADELPHIA... PARAMOUNT PROJ. ROOM, 248 North 12th Street... 2 P.M.
PITTSBURGH... PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies... 2 P.M.
PORTLAND... PARAMOUNT PROJ. ROOM, 990 N. W. 19th Avenue... 2 P.M.
ST. LOUIS... PARAMOUNT PROJ. ROOM, 2949 Olive Street... 1 P.M.
SALT LAKE CITY... PARAMOUNT PROJ. ROOM, 270 E. 1st South Street... 1:30 P.M.
SAN FRANCISCO... PARAMOUNT THEATRE (Sneak Preview) Sept. 5th... 10 A.M.
SEATTLE... PARAMOUNT PROJ. ROOM, 2330 First Avenue... 1:30 P.M.
WICHITA... PARAMOUNT PROJ. ROOM, 396 N. Main Street, N. B... 1:30 P.M.

*Sneak Preview in Indianapolis Sept. 5th, Minneapolis Aug. 24th, San Francisco Sept. 5th.
33,000,000 FANS ARE WAITING TO SEE MICKEY ROONEY AS "THE FIREBALL"

THOR PRODUCTIONS presents
MICKEY ROONEY
PAT O'BRIEN in
THE FIREBALL with
BEVERLY TYLER
Glenn Corbett
Produced by
BERT FRIEDLOB
Directed by
TAY GARNETT
Screenplay by
Tay Garnett
and Horace McCoy
A Thor Production

Rooney runs riot in THE FIRST MOTION PICTURE of the Roller Raceways — America's newest and most dangerous sport sensation!

There's No Business Like 20th Century-Fox Business
U. S. Reports Sharp Drop In Ticket Prices

Both Adult and Children's Scales Off in Quarter

WASHINGTON, Aug. 23.—Admission prices in large cities dropped sharply during the second quarter of 1950, according to the U. S. Bureau of Labor Statistics.

The Bureau collects figures every three months in 18 large cities, then weights them to be representative of prices in the 34 largest cities.

An Allied States bulletin issued here yesterday advised exhibitors who are having a hard time making ends meet to resort to a "moderate" increase in admission prices.

The Bureau's adult price index in June dropped to the lowest point since Sept., 1948. It was 70.5 per cent above the 1935-39 average, compared to 73.2 per cent in March and 74.7 per cent in February.

Senators Frown on Totalitarian Films For U. S. Theatres

WASHINGTON, Aug. 23.—The Senate today expressed its disapproval of the exhibition in the U. S. of films produced or directed by Fascists, Nazis or Communists.

Without objection, the Senate approved a resolution to this effect introduced recently by Sen. Edwin Johnson (D., Colo.). The Senate action came during a call of over 100 bills on the Senate calendar, when unanimous consent must be obtained for passage of any bill. There was no debate on the measure. The resolution requires no further action by the House or any other branch of Congress.

Excess Profits Tax Move Gains Ground

WASHINGTON, Aug. 23.—With Senate debate and voting slated to start tomorrow on the $5-billion interim tax bill, chances are slightly better for adoption of an excess profits tax amendment.

Though Senate Finance Committee

Continued on page 2
Personal Mention

L. C. GOLDHAMMER, Morgantown, W. Va., district manager, will leave here Monday for Chicago and Cincinnati, after which he will proceed to Hollywood for the company's convention on Sept. 5-7.

MANNY HERBSTMAN of Motion Picture Daily's editorial staff, and Adele Moss of Samuel Goldwyn Productions' New York office, will be the happy couple in Miami. The couple will honeymoon in Florida.

Milton Spelling, head of United States Pictures, has returned to his desk at the Warner Hollywood studios after a visit confinement in a hospital for a virus infection.

JOSEPH M. NEWMAN, director, arrived here from Europe yesterday aboard the SS Libertine.

Herbert J. Yates, Republic president, is on route to Europe from New York.

Williams, Dortic Get RKO Advancements

ALBANY, N. Y., Aug. 23—Bill Williams has been promoted by RKO Radio from head booker and office manager to salesman in Albany. Carl Dortic, onetime M-G-M booker here and later in Chicago, has succeeded Williams as head booker.

Williams a few years ago was office manager for the sales office for M-G-M. Dortic, former Army flyer, is the son of Charles Dortic, local Columbus salesman and president of the Colosseum of Motion Picture Salesmen of America.

Can't Stop 'Sunset,' Sets Another Record

"Sunset Boulevard," with a stage presentation, set another new high at Radio City Music Hall on Tuesday when it grossed over $22,000, biggest non-holiday business in the history of the house. The take was about $300 over last week.

"Sunset" will begin its third week at the Music Hall today.

Ticket Prices

(Continued from page 1)
an all-time high of 74.3 per cent in Sept., 1949. In Sept., 1948, it was 67.1 per cent at the same period.

The index of admission prices for children dropped in the second quarter to the lowest point since Sept., 1949. It was reported at 57.3 per cent above the 1935-39 base, compared with 57.6 per cent in Sept., 1949, 63.7 per cent in December and 60.1 per cent in March.

As far as the fall is concerned the adult and children's index, the combined adult-child index fell to the lowest point since Sept., 1948.

Paramount Teams Bob Hope And Roy Rogers for a Film

Hollywood, Aug. 23—Bob Hope, number one in the Motion Picture Herald-Fome money-making stars poll of exhibitors last year, was Roy Rogers number one star-box star in the same poll since 1943, will be co-starred by Paramount in a picture to be shown early next summer, the studio announced today.

Rogers' contract with Republic, by which his film career began 13 years, expires in May. Although his Republic contract has contained the clause that protects one outside picture annually, this provision had not been exercised previously.

Paramount indicated its Hope-Rogers picture would not be started until after May, and denied the deal for Rogers is a loan-out from Republic.

Impellitteri at WB's 'Tea for Two' Party

Vincent Impellitteri, president of the New York City Council who will assume his new duties as Acting Mayor Sept. 1, will attend the premiere of Warner of New York's new Technical production, "Tea For Two," head the list of notables who will attend the "Tea Party" at the Tea Parlor of the Tavern-on-the-Green here. Lyricist Irving Caesar sings the "Tea for Two" melody.

The event, sponsored jointly by the Tea Bureau and Warner Brothers, is for the benefit of the Eastern cities being planned to intro-duce two Hollywood "glamour girls," Miss Jeanne Williams and Ann Zita, "Miss Hot Tea for Two" and "Miss Iced Tea for Two," respectively.

Landwehr Ends 31 Years at Capitol

Herman Landwehr, house manager of New York's Capitol Theatre, has ended his 31 years with the theatre.

Landwehr was taken on as chief bookman on Aug. 16, 1919, two months before the theatre opened. Nine years later he was made house manager, and remained in that spot ever since. Landwehr said he would spend some time at his farm in Colesville, N. J.

Laud Films' Force

(Continued from page 1)

ment of Colored People, Citizens' Planning and Housing Council, Anti-Defamation League and Metropolitan Council of B'nai B'rith, Public Education Association.

The citation at 20th-Fox in behalf of all the groups was presented by Patterson who, in referring to the film, called attention to its "mature understanding and courageous tackling of a vital problem." "No Way Out," deals with anti-Negro discrimination.

Other Eisenhower Award winners included John F. White, executive secretary of the National Association; Nathaniel L. Goldstein, manager of New York State, and Oscar Ewing, Federal Security Administrator.

Rail Strike Ties COMPO

Members of the government liaison committee and other officials of the Council of Motion Picture Organizations expect it will take some time before they can set their call on President Truman to give formal, full-scale assurance of the industry's support in the international situation.

Given as the reason for the delay of the White House is Presidential adjourned session. The President's current efforts to head off a nationwide railroad strike which is taking up virtually all of his time, before the proposed meeting can be arranged into the industry's contact with Capitol Hill.

Levey and Connolly Finishing 'Fabiola'

"Fabiola," the Roman romantic based on the novel by Nicholas Witeman, is undergoing final preparation in England and is to receive its world presentation in September by Jules Levey.

Marc Connolly, playwright, author and screenwriter at the University, has been working with Levey for the past four months in preparing the film for American audiences. He has written an Italian, French and German versions already been shown all over the world.

Film Unit Managers Salute R.J. O'Donnell

HOLLYWOOD, Aug. 23,—R. J. O'Donnell, president of the Council of Motion Picture Organizations and honorary chief baron of Variety Clubs International, was honored at a luncheon at the Beverly Hills Hotel today given by the special events committee of the Unit Managers Guild.

O'Donnell was saluted for his aid to unit managers, through Variety, during his connection with the late Ed Ralph, secretary of the guild, was toastmaster at the luncheon.

UA's Thorburn and Michaels Promoted

Warren Thorburn, secretary of United Artists Corporation, will succeed Clive Arnott as managing director in that territory for two years Sept. 4. To join Hoyts Theatres in an executive post, it was disclosed here yesterday by Al Lowe, general manager of UA's foreign department.

At the same time, Ron Michaels, who has been Arnott's assistant, will become general sales manager.

ELC Sets

(Continued from page 1)
ed by field sales executives, salesmen and bookers from the company's 24 branch offices throughout the country. B. J. Kranke, sales manager, will outline the new sales policies at the meetings, the first to be held since adoption by E-L of a part of the new sales force, the recent organization.

Aid Palsy Benefit

(Continued from page 1)
early this week where he headed the Illinois State Fair, and immediately prior to that, chairman George (D., Ga.) says he will continue to oppose such an act. While awaiting the survey, he met with the following documents, close various tax loopholes, including a ban on so-called charitable corporations, impose a new 10 per cent excise on television sets, and make many other changes. There are no excise cats in the Senate bill.

The Senate is likely to finish up the bill either late Friday or early next week.
oughta know they all went to see Cagney in 'Kiss Tomorrow Goodbye'!

Where's everybody?
<table>
<thead>
<tr>
<th>WEEK OF</th>
<th>COLUMBIA</th>
<th>EAGLE LION CLASSICS</th>
<th>M-G-M</th>
<th>MONO.</th>
<th>PARA.</th>
<th>REPUBLIC</th>
<th>RKO RADIO</th>
<th>20TH-FOX</th>
<th>U. A.</th>
<th>UNIV.-INT'L</th>
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<tr>
<td>July 9</td>
<td>(July Releases) BRIDES OF SHERWOOD FOREST (Color) Jacobs, Bertha Divine Lynn D—89 min. (Rev. 6/4/50)</td>
<td>DUCHESS OF IPANEMA (Color) Esther Williams Van Johnson D—89 min. (Rev. 6/15/50)</td>
<td>SILKY NOSE (Color) Cora Landis Joseph Calleia D—76 min.</td>
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<td>July 16</td>
<td>DJ ROAD (Color) Jane Froman Howard D—57 min. (Rev. 6/1/50)</td>
<td>THE BLUE LAMENT (Color) Dave Stockwell Ella Reynolds D—83 min. (Rev. 6/17/50)</td>
<td>MYSTERY STREET (Color) Harlee Little Daily Forrest Roy Dall D—16 min.</td>
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<td>July 23</td>
<td>CAPTIVE GIRL (Color) Joan Blackman Buster Crabbe D—57 min. (Rev. 6/4/50)</td>
<td>THREE LITTLE WORDS (Color) Fred Allen Virginia Allen Joan Blondell D—80 min. (Rev. 6/17/50)</td>
<td>NARROW VICTORY (Color) Johnny Mack Brown D—16 min.</td>
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<td>July 30</td>
<td>(Aug. Releases) IN A LACE (Color) Helen Gahagan Rock Hudson Howard D—57 min. (Rev. 6/2/50)</td>
<td>A LADY WITHOUT PASSPORT (Color) Paula Raymond John Hodiak D—91 min. (Rev. 6/17/50)</td>
<td>SUMMER STOCK (Color) Ginger Rogers Dick Powell D—90 min. (Rev. 6/17/50)</td>
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<td>Aug. 6</td>
<td>CONVICTED (Color) Ethel Winters Robert Allen D—57 min. (Rev. 6/17/50)</td>
<td>EYE WITNESS (Color) Robert Montgomery Luis Alberni D—89 min. (Rev. 6/20/50)</td>
<td>SILVER RAIDERS (Color) Whip Wilson D—90 min. (Rev. 6/20/50)</td>
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<td>Aug. 13</td>
<td>ON THE ISLE OF SAMOA (Color) John Sergeant Susan Cabot D—89 min. (Rev. 6/24/50)</td>
<td>A LADY WITHOUT PASSPORT (Color) Paula Raymond John Hodiak D—91 min. (Rev. 6/17/50)</td>
<td>SUMMER STOCK (Color) Ginger Rogers Dick Powell D—90 min. (Rev. 6/17/50)</td>
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<td>Aug. 20</td>
<td>BEWARE OF BLONDE (Color) Susan Hayward Arthur Lake Paul Cavan D—89 min. (Rev. 6/27/50)</td>
<td>STREET OF GHOST TOWN (Color) Charles Starrett Smiley Burnette D—89 min. (Rev. 6/27/50)</td>
<td>LONELY HEART LANDLORD (Color) Robert Ryan D—89 min. (Rev. 6/27/50)</td>
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<td>Aug. 27</td>
<td>(Sept. Releases) THE PETTIEST PERSON (Color) Robert Cummings Joan Leslie, Jr. Less Ramsey D—89 min. (Rev. 6/27/50)</td>
<td>A LIFE OF HER OWN (Color) Cora Martin Ray Milland D—89 min. (Rev. 6/30/50)</td>
<td>DEVIL'S DOORWAY (Color) Robert Taylor Lucille Ball D—89 min. (Rev. 6/30/50)</td>
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<td>Sept. 3</td>
<td>WHEN YOU'RE SMILING (Color) Jernine Courtland Lloyd Nolte D—89 min. (Rev. 6/30/50)</td>
<td>UNION STATION (Color) Nancy O'Donoghue Tim Holt D—89 min. (Rev. 7/7/50)</td>
<td>PRISONERS IN PARADISE (Color) Robert Rockwell D—89 min. (Rev. 7/7/50)</td>
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<td>Sept. 10</td>
<td>INDIAN TERRITORY (Color) Charley Grapewin John Gall Davis D—89 min. (Rev. 6/30/50)</td>
<td>DEVIL'S DOORWAY (Color) Robert Taylor Lucille Ball D—89 min. (Rev. 6/30/50)</td>
<td>REDWOOD FOREST TRAIL (Color) Roy Acuff D—89 min. (Rev. 7/7/50)</td>
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<td>Sept. 17</td>
<td>ACROSS THE BADLANDS (Color) Charles Starrett D—89 min. (Rev. 6/30/50)</td>
<td>UNION STATION (Color) Nancy O'Donoghue Tim Holt D—89 min. (Rev. 7/7/50)</td>
<td>PRISONERS IN PARADISE (Color) Robert Rockwell D—89 min. (Rev. 7/7/50)</td>
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20th-Fox to Appeal (Continued from page 1)

low the film to be shown in Chicago theaters, as given by Capt. Harry Ful- 
mer, head of the censor board in Chi-

The racial situation in Chicago, he
stated, has reached a stage of quietus, 
and it were to appear, it would merely 
arouse another outburst. Nor, he said, was censoring cer-
tain portions of the film be a solution 
because releasing of the film would 
necessarily be lost.

Other films dealing with the colored 
problem have been shown here, he 
continued, but at the end of some 
solution was arrived at. In “No 
Way Out” the same feeling that was 
prevalent for so long exists at the 
conclusion, Fulmer said.

A telegram to the Mayor of Chi
nese aegis of an expanded Screen Di-
torship “No Way Out” motion here 
ayday at the close of a luncheon at the Ritz-Carlton Hotel honoring 
20th Century-Fox for its contribution to 
producing the picture, and was signed 
by the six public organizations participation in the tribute.

Mankiewicz (Continued from page 1)

eign directors could work in coopera-
tion with the censors. And he applauded the aegis of an expanded Screen Di-
rectors Guild. Establishment of such a plan would also show the directors abroad as part of a vertical union which embraces all branches of industry work, while in America di-
rectors are at the end of the chain of union. Mankiewicz said he agreed with many directors on an exchange of information as to pictures. He said the foreign directors are now planning for the days when the unbowed will be un-
screened.

Asked to comment on the recent 
assertion of Harry C. Arthur, Jr., 
president of Fanchon and Marco, that 
etertainment for television is putting 
abandonment of “sophistication and art” in screen fare, would be a box office disaster, Mankiewicz declined on the advice of his press agent.

Mankiewicz said he wasn’t familiar with Arthur’s remarks published 
copied which were shown to him by 
or his arrival. Speaking in general, 
however, Mankiewicz said that if “anyone wants to go back to the 
1917 Buick and high button 
seats.”

RKO Pathe Plan (Continued from page 1)

from Frankfort where he took part 
in several meetings with government 
officials relative to such a program. Meanwhile, he has con-
tacted with government officials in 
Washington, and expects to have a 
final proposal prepared at an early date.

Bonfield said he expected that 
documentaries produced for distribu-
tion in Germany by the military gov-
ernment will be transmitted to the 
aters in the U.S. also.

The Toast of New Orleans” (Metro-Goldwyn-Mayer) 
Hollywood, Aug. 28

A S operetta-type musicals go—and every exhibitor is his own best judge —of that on the basis of his own box-office experience with them—this prodigal expenditure of money, music and technological know-how by pro-
duction of the sweeping and successful with Mario Lanza and Kathryn Grayson singing six operatic standards and six original compositions by Nicholas Brodszky and Sammy Cahn, in a manner worthy of the multimillion-dollar extravaganzas for the addicts of long-hair and operetta music. And mere entertainment-seekers, the big majority of theatregoers who can take their culture or let it alone, are given a pretty good love story and an extraordinary helping of comedy relief by J. Carroll Naish with which to chow down.

If the picture is to be a success it must win over a good many prosaic souls banded on all four sides of their musical awareness by Irving Berlin.

The characters in the turn of the century and the setting is New Orleans, represented here as a fabulously beautiful world where the entire province 
revels, and participates, in skilled performances of the musical works of the masters. To this New Orleans comes the operatic star, Miss Grayson, and the crooner, David Niven, who have previously met Laurna, a rugged shrimp-fisherman with a voice of gold, and his rough-hewn uncle, Naish. Niven sets out to train Laurna for an operatic career, also to school him in the social graces simultaneously, and entices Miss Grayson’s aid in the under-
taking. Laurna learns singing quickly, the social graces a little less so, and wins up, of course, winning Miss Grayson’s heart. As cast, the story has the makings of a highly successful venture.

Both Laurna and Miss Grayson surpass their best previous vocal perfor-
ances, and Naish has never been more beneficially amusing or correctly. Though the lady he loves is the most beautiful and the role impec-
lessly, George Stoll’s musical direction is excellent, and Johnny 

William R. Weaver

“Outrage” (Filmmakers, Inc.-RKO Radio) 
Hollywood, Aug. 23

THIS IS a story about an act of rape, the psychological effects of that act 
upon the victim and, obliquely, the cause of rape. The picture in which 
Filmmakers Inc. has engaged itself, and were designed to exhi-
dition to professional and social groups engaged in a study of sex crime from the psychiatric standpoint for general exhibition to unrestricted 
see. The they have used the standard entertainment form of presentation, and they make their chosen points dramatically rather than declaratively in most instances, but the rather well established exhibitor 
objectives to the clinical and the psychological as practical commercial pro-
fits.

The story, written by Collier Young, Malvin Wahl and Ida Lupino, the 
partners in Filmmakers, Inc., presents Mala Powers as a young factory girl, 
who is violated and raped by a counter, who escapes police investigation until late in the picture. Under the mental impact of her experience, the girl runs away from home and comes to Chicago, where she is caught by a young minister, Troland, who has given employment on a fruit ranch near Chicago, Canada, and an 
assistance which she is offered. Later, when an admirer at a dance undertake 
with her, she strikes him with a monkey-wrench and again flees, but is 
broken back by the police. She is later arrested and imprisoned.

The trial of Mrs. Jansen, the girl, is conducted before a jury. Her 
attorney, who defends her, is a lawyer who has come to know Miss 
Grayson, and he attacks the proceedings of the court and the police, and the 
incident. Toward the end of the trial, she is told that her attacker has been 
arranged and has confessed, at which point it is in illustration that she 
was a “sick man,” militantly and our civilization has failed to provide 
proportional treatment for his kind. Collier Young produced the picture and Ida Lupino 
directed it.

Running time, 74 minutes. Adult audience classification. Release date, not set.

Schine Expands (Continued from page 1)

New York papers on “No Way Out.” This ad shows how, up to 1947 the company had released one big out-
standing picture a year, and in 1949 had paid two good grossing features, and in 1950 they already have five.

Yet this is only one company, Schine points out. “We are not in a group of similar companies,” he stresses, “where there couldn’t be any doubt in the minds of the exhibitors or patrons that we are better. We are better than ‘Better Than Ever,’ stated Schine.

At the request of the Schine public-
ity department, 20th-Fox has made 
arrangements to screen for Theat-
ings a reproduction of the “No Way Out” ad to be distributed to all managers, attended the meeting and will also be blown up for display pur-
poses.

All the meetings 20th-Fox will be discussed, with each picture being dealt with individually on a screening basis. Campaigns on each picture are to be arranged and enhanced upon by the managers’ ideas and suggestions.

Schine representatives from the operations and publicity—adver-
sing departments will attend every screening throughout the country, city and theatre managers and books from the entire circuit.

Lesser to Import (Continued from page 1)

from London where were the 
pproaches which the new company will be concerned with the licensing of Lesser’s and others’ titles.

Lesser will sail with his wife on the S.S. Ile de France for New York on Aug. 29. He will remain in the East until he returns to Hollywood where he will supervise the completion of his production for RKO Radio release, “Tun-
man’s Mate in Peril.”

Senate Frowns (Continued from page 1)

the government, being merely an expression of Senate feeling.

In its recent recommendation, the Senate Commerce Committee’s purpose was to “make clear to im-
porters of foreign motion pictures and to American producers that the Senate may emp-
y foreign directors that the Senate does not approve of the distribution in interstate commerce of motion pic-
tures which have been produced or directed by persons having proved 
connection with those of the U.S.” and “to call to the atten-
tion of American exhibitors the existence of the U. S. Senate in the sound belief that they may not become unwitting parties to serv-
ving such foreign ideologies.”

1 represent the belief that “no me-
dium lends itself so effectively to propaganda and indoctrination as films” and that it was es-
entially important at this time that no American citizen unwittingly or unwittingly aid our enemies.

Edward Miller’s Mother

Cleveland, Aug. 23—Funeral ser-

cermonies were held here yesterday in Our Lady of Peace Church for Mrs. 

Edward Miller, 60, who has served as a 
ager of Warners’ Hippodrome. Other 
survivors are her husband and two 
children, Mrs. Patricia Stouffer, New 
J. N. and Mrs. Leonarda 

Mother of Jack Harris

Funeral services for Mrs. Gussie 

Harris, mother of Loew’s Division 
anager, Jack Harris, were held here 
yesterday morning at the Park West 

Church.
House Cuts 10 Per Cent from Funds Asked for Film Program Overseas

Washington, Aug. 24.—The House Appropriations Committee today cut the huge 10 per cent in which the Motion Picture Association of America has raised its request for the expansion program. The full house asked $11,850,000 for the expansion program, but cut parts of the expansion. The film program, which asked for an additional $11,017,833, was cut down to an even $10,000,000. This would be in addition to $2,650,000 in the 1951 fiscal year.

State Department officials had said that $8,615,277 of the additional $11,017,833 would be used for film production, and could not say yesterday how much this would be scaled down in view of the house committee's cut.

Majors and IATSE Assail Studio Carpenters’ Appeal

'Sunset' 2nd Week Brings $166,300

"Sunset Boulevard," in its second week at Radio City, Mutual Hall here, recorded an even higher gross than its first week and again set a new mark for non-holiday business at the theatre, Russell C. Downing, its executive vice-president, reported. The Paramount-Columbia-Sunset-Glenswansh, ran $600 ahead of the record first week and set a new mark of $166,300.

Films Are Taxed, So Let's Tax Television, Says Senate Group

WASHINGTON, Aug. 24.—The Senate Finance Committee, in its formal report to the Senate on the pending tax bill, said its decision to levy a 10 per cent tax on television sets was justified because motion pictures and other competing forms of entertainment are taxed.

The report, made public today as the Senate began debate on the bill, noted that television is "already offering serious competition to motion pictures and other types of entertainment subject to the tax on general admissions. Your committee believes it represents unfair competition to levy a tax on one and not on the other of these close-competitive forms of entertainment."

It said that television set production would probably be limited anyhow by material shortages or controls, and thus the tax would not affect the size of the television audience or the number of television stations which might be established in the next two years. The 10 per cent TV tax bill will bring in an estimated $42,000,000 annually, the committee said.

The Committee noted that there was good reason for excise cuts prior to the beginning of the Korean war, but said that increased expenditures since then "makes excise tax reductions impossible at this time." It promised that next year it would probably devote some time to "the details"—probably technical, rather than rate—of the excise tax structure.

Few changes are expected in the tax bill on the Senate floor due to its highly technical nature. The major fight will be over whether or not an excess profits tax should be included.

‘Boundaries’ Censor Test In High Court

Asks Protection of 1st Amendment for Films

WASHINGTON, Aug. 24—The producers of "Lost Boundaries" today asked the Supreme Court to rule that state and municipal censorship is unconstitutional and that "the protection accorded by the U.S. Constitution to the press and speech is also applicable to motion pictures."

RD-DR Corp., producers of the film, filed in the high court its appeal from the Fifth Circuit Court of Appeals decision holding that the Atlanta censorship ordinance is constitutional and that the Atlanta censors were acting legally in banning "Lost Boundaries" from being shown in their city.

The high court will not act on the appeal before its return in October from its summer recess. In its last term, it refused to review a film censorship case involving The Hal Roach

(Continued on page 8)

Film on A-Bomb For RKO Release

Recognizing the public necessity for a effective and informative picture dealing with civilian defense against the A-Bomb, President Ned E. Depinet announced yesterday that RKO Radio will release in September a two-reel film titled "You Can Beat the A-Bomb."

A vital and topical picture, Depinet

(Continued on page 7)

Argentine Situation Still Up in the Air

Projected pact which would mean the re-entry of American product into Argentina came up for some discussion, but with still no conclusions, at a meeting of the Motion Picture Export Association here yesterday. John G. McCarth, head of the international division of the Motion Picture Association of America, presided at the session with foreign department heads and member companies sitting in.
Personal Mention

JACK M. WILLIAMS will return to Hollywood today by plane from New York.

JOHN A. CASSIDY, RKO Theatres publicist, will return to New York on Monday from a vacation at Greenwood, L. I.

HOWARD STRICKLING, M-G-M studio general manager, will return to Hollywood from Vancouver, B. C., on Sept. 5.

LOW ELMAN, RKO Radio Milwaukee branch manager, has returned to his desk after an illness of several weeks.

SOL SCHRIBER of Loew's Theaters' accounting department has returned to his desk after a lengthy illness.

EDWARD F. O'CONNOR, Loew's International director of Far East operations, is here from Hong Kong.

HERB MACINTYRE, of RKO Radio's Los Angeles office, is recuperating at home from an appendix operation.

DAN S. TERRIEL, M-G-M exploitation head, will be in Detroit today from New York.

Yankees, British At Impellitteri to U-L's Warner's 'Tea' Party 'City' Press Preview

United States and British government and business leaders and radio and newspaper representatives yesterday attended a "tea party" to promote "Warner's Tea for Two," held at the Tavern-on-the-Green in Central Park. There was a special international broadcast via American Broadcasting and British Broadcasting, a demonstration of the new "Tea for Two," and presentation of special gold tea services by "Miss Hot Tea for Two" and "Miss Iced Tea for Two," two young actresses from the cast of the special promotional campaign.

Norman Brokenshire was master of ceremonies for the broadcast, which featured Patrice Wymore, who plays the part of "Tea for Two"; Antónica Tasker, director of the International Tea Market Expansion Board; Robert B. Smulow, chairman of the Tea Council and president of the Tea Association of the U. S.; Robert F. Wagner, Jr., Borough President of Manhattan; Irving Caesar, author of the song, "Tea for Two"; and radio commentator Maggi McNeil.

Cleveland to Vote on DST

CLEVELAND, Aug. 24.—Question of whether Cleveland will retain Daylight Saving Time or establish Eastern Daylight Time will be presented to voters in the November municipal election if 24,392 petition signatures circulate, mostly of theatres and businesses, with the clerk of the City Council prove to be those of qualified voters. The petition is sponsored by the retail trade and commercial representatives and is supporting the proposed new charter amendment.

WILL H. HAYS, who is vacationing in California, will return to New York early next month.

SYLVIUS BLAIS, Jr., of the Loew-Poli Strand, Waterbury, Conn., and Ray Flynn of the College Theatre, New York, will enter the Armed Forces Sept. 1.

EDWARD C. DODDEN, Loew's Theatre assistant advertising-publicity director, has recuperated from a heart attack and is back at his post.

ROY KONORTIME, Monogram's chief accountant, has arrived in Hollywood from New York to establish permanent quarters.

A. H. ROBERTSON of the Majestic Theatre, Springfield, Ky., is recuperating from an illness at Louisville Hospital.

ED WOHLER and Peter Ballbusch, of M-G-M's Coast studios, will leave New York today for London and Paris.

ARVIN GILMORE, Paramount contract clerk in Omaha, has been called to active duty with the Navy.
Star choice for your next 4 holiday dates!

4 BIG Paramount Pictures

all with that ticket-selling star

Color by TECHNICOLOR
Paramount's Great Stars team up with Color by TECHNICOLOR in these business-pulling Holiday Attractions.

BOB HOPE and LUCILLE BALL in Fancy Pants

COLORFUL COMEDY

It's Bob's best—for he's back in the West—in the laugh show Variety says: "should click as solidly as 'The Paleface'." And he's singing "Home Cookin'," the song that's as big as Oscar-winning "Buttons and Bows"!
Name your biggest Paramount outdoor hit—from "The Covered Wagon" to "California." This will match it in production scope, in dramatic excitement, in star strength . . . and in solid boxoffice results.

MAUREEN O'HARA · JOHN PAYNE
in
TRIPOLI
also starring
HOWARD da SILVA
with Philip Reed · Grant Withers
Directed by WILL PRICE
Written for the Screen by Winston Miller
Produced by WILLIAM H. PINE and WILLIAM C. THOMAS
Color by TECHNICOLOR

This is the thrill-picture that's perfectly sized to holiday trade—with its lure of far-away places, exotic dancing girls and desert horsemen. The story of the U.S. Marines' heroic exploits "on the shores of Tripoli."

Betty socks across a new Frank Loesser song-score and Fred stops the show with his fastest dance routines since "Blue Skies." No studio can match Paramount for musicals—and this one is top-drawer!
Paramount can fill every hour of your best playing time—right thru to 1951 with star-rich entertainment like:

**SUNSET BOULEVARD**

starring William Holden, Gloria Swanson, Erich von Stroheim, Nancy Olson.

**MY FRIEND IRMA GOES WEST**

Hal Wallis Production, starring John Lund, Corinne Calvet, Diana Lynn, Dean Martin & Jerry Lewis, and Marie Wilson as Irma.

**THE FURIES**


**UNION STATION**

starring William Holden, Nancy Olson, Barry Fitzgerald, Lyle Bettger, Jan Sterling.

**DARK CITY**

Hal Wallis Production, introducing Charlton Heston, and starring Lizabeth Scott, Viveca Lindfors, Dean Jagger, Don DeFore.

And The Christmas Show of Shows

**MR. MUSIC**

starring Bing Crosby, Nancy Olson, Charles Coburn, Ruth Hussey and famous guest stars.
Senate Okays Taped Sound

WASHINGTON, Aug. 24.—The Senate yesterday approved legislation to make it legal for film companies to make magnetic sound film or tape on overseas and reverse it into the U. S.

The House has approved similar legislation—the Senate measures differ slightly—so that the House version, and either the House will have to accept the Senate bills or a House-Senate conference is believed likely that the House will accept the Senate measures at an early date, sending them immediately to the White House.

The bills would permit magnetic film or tape for shorts or features to come in at a flat one cent per foot tax and magnetic film or tape on newsreels to come in duty-free, as is now the case with other types of film sound. At present, magnetic film or tape is taxed on a complicated ad valorem basis, and it has been hoped off using the method freely to avoid the difficulties of importing such film or tape.

RKO's A-Bomb Film

(Continued from page 1)

said, its aim is the demonstration that man and machine can work together to achieve a certain certain he is far from helpless. Planned to remove fear and panic, it stresses the responsibility of effective civilian defense as resting with the individual and the community, he said, adding that it is built to be understood both what the A-Bomb is and is not, and how best to protect himself from it.

The release deal with RKO Radio was made by Walter Kane, representing the producers, Emmeron Productions and Crystal Productions. Walter Colmes directed. The film is said to be material authorized by proper sources, and was made in collaboration with The Council on Atomic Implications, Inc. John Balderston, Jr., was technical advisor. The screenplay is by Louis Alan.

20 Field Men at Work
On 'The Men' Debuts

United Artists has taken on 20 field exploitation men for advance campaigns on "The Men," working under Mori Kushen, exploitation head. Close to 600 prints are set for the film between Sept. 14 and Oct. 1.

Shepherd Book to Bader

Contracts have been signed this week between Eric Shepherd, author of "Murder in a Nummery," and Dave Bader, for publication rights of the "whodunit." Shepherd's comedy-drama was once a Catholic Book-of-the-Month, and at one time was under the studio's consideration for the stage. It will now be produced by Broadway, according to Literary Associates, which announced the Bader the acquisition.

Acquires Religious Film

Simpex Co., Inc., has acquired distribution rights to the religious feature "Hence," for the United States, Cuba, Venezuela, Colombia and Mexico.

Dutch Market Rise for U.S.

WASHINGTON, Aug. 24.—As the required playing time for European films has been reduced by the Netherlands government, U. S. films have steadily increased their share of Dutch screen time, according to the U. S. Commerce Department. The Department said today that Dutch films shown in U. S. features has increased from an estimated 4 per cent in 1947 to 9 per cent in 1948 and 10 per cent in 1949, and continues upward.

Further help was given to U. S. distributors recently when competition by German Films was temporarily stopped. Imports of all motion pictures produced in the Western Zone of Germany was barred by the Netherlands Bank because a certain publishing firm in Germany have failed to meet their obligations to pay royalties due in the Netherlands. Until these obligations have been met, Commerce reported, "It is unlikely that further imports of films from Western Germany will be allowed."

Vidor Shoots a New Opening for 'Doom'

Hollywood, Aug. 24.—Charles Vidor, substituting for absent Mark Robson, who directed the picture originally, today shot the opening scene for Samuel Goldwyn's "Edge of Doom," which will be inserted in the Maxine Cooper picture at the New Astor and in all general release prints.

The scene, largely narrative in character, will have Dann Andrews as the priest talking to Robert Barone, as a younger priest among lines, devoted "give deeper meaning to the story."

To Distribute 'Hands'

"With These Hands," the feature which was sponsored by the United German Workers Union, has been acquired for distribution in the U. S. and Canada by Max Balderston, chief of United Artists' offices on behalf of Classic Pictures, Inc. Plans for the release include theatrical encouragement in most large cities, to be followed by extensive film distribution through labor organizations, unions, employers' associations, welfare groups, schools, libraries, etc.

New Type Publicity Program Is Set Up for Rogell Film

Plans for a new type of publicity campaign to be instituted for Albert S. Rogell's "First of April," going into production in October for United Artists release, were announced yesterday by the producers. Carl Schlesinger, president, said the plan calls for 20 per cent of the publicity to break during preproduction and production, with 80 per cent of the campaign to start one month before national release date.

Films will be utilized by Post for films to be produced independently by King Vidor and Ansgar Anderson.

Post held a series of meetings with Coast feature editors and columnists who promised cooperation whenever possible to hold publicity on features until one month before release.

"The public is prone to forget a publicity campaign between the time of announcing the campaign and the release date," Post said. "It is not at all uncommon for some filmgoers to say they have "seen" a picture by the time it was filmed 10 months previously and publicized only during the production period.

Other phases of the campaign call for a strict control of billboards, three newspaper "cops," 350 radio "cops," 46 photo "cops," ten "cops" to achieve maximum location and display value, according to Post.

Kings Launch a New $1,000,000 Program

Hollywood, Aug. 24.—Plans for the Kings' new campaign of independent productions, the first three to cost more than $1,000,000, are announced by Bader Brothers, Inc., headed by Frank King.

Simultaneously, it was reported that the Kings' project of producing films be borne entirely by the corporation, without any outside financing, something new in any such undertaking for an independent company.

A new plan will be evolved for merchandising the program. The Kings is not utilizing the United Artists, subsidiary of Monogram, where they have spent practically all their film existence.

20th Decree Parleys Enter the Fifth Day

WASHINGTON, Aug. 24.—Concert Decree talks between 20th Century-Fox attorneys and Justice Department officials continued today, and will go on again tomorrow, it was indicated.

Details were given out as to progress or lack of progress.

Hope Again Aids Palsy

Hollywood, Aug. 24.—Bob Hope, who is chairman of the United Cerebral Palsy Association benefit to be held in the Hollywood Bowl tomorrow night, purchased $2,000 worth of tickets which he is distributing to press and radio representatives.

Sharp Drop in U. S. Imports by Swiss

Washington, Aug. 24.—The number of pictures imported from the U. S. into Switzerland dropped from 279 in 1948 to 237 in 1949, U. S. Commerce Department film chief Nathan D. Golden reported yesterday. Austria, Italy and Sweden increased, with Germany registering the biggest gain, from 60 to 68.

Imports of German features rose from seven to 32.

East Germans View Special Western German Film Shows

WASHINGTON, Aug. 24.—Four theaters along the Western side of Berlin's East-West border are running special film showings "for Eastern Germans only," according to the Office of the U. S. High Commissioner for Germany.

The theaters, in the Western Powers zone, are all located in easy walking distance of the dividing line. Non-German nationals and only holders of identification cards issued by Eastern authorities are allowed to enter. The theaters receive the films free charge from Berlin distributors and the performances are exempt from the usual 20 per cent amusement tax.

Industry at UN

(Continued from page 1)

open on Sept. 6.

At a press conference held in New York yesterday, an attempt was made to bring about worldwide film industry interest and participation in the UN. Mrs. Spitz and Robert Goldstein, U-I studio publicity representative, will leave here for Europe today aboard the S.S. Libertie.

Urges Central Agency

Representing the only non-govern-
ment agency at the current UN, Mrs. Spitz said she will stress the part that films can play in educating the peoples of the world.

"It is disgraceful," she pointed out, "that there is not one film representative at the UN. I am not being banded for any individual organization in the industry. There should be a central agency at the UN to act upon this most important matter.

Resolutions voted upon at the General Assembly and also presented to the General Assembly of the United Nations. In this way, Mrs. Spitz felt, the opportunities of the United Kingdom delegates will voice the sentiments of the peoples of the world.

Gilbert and Sullivan Rights to Korda

Alexander Korda has concluded an agreement with Bridget O'Day Carte, chairman of the O'Day Carte Opera Co., whereby Korda acquires exclusive rights to use songs and scenes from Gilbert and Sullivan shows in a film to be made by him next year. Bridget O'Day Carte will personally collaborate on the film.

The copyright on Sullivan’s music expires this year, but Gilbert’s lyrics, and consequently all of the Savoy operas, remain in copyright until 1961.

Stillman Is Casting

Robert Stillman Productions on the Coast has announced "When It's Over for a Day," slated as its second film for release by United Artists. Tracy Causey stars, and will play a major role in the film. She arrived in town from the Coast yesterday.
Pact Would Hasten Global Distribution

WASHINGTON, Aug. 24.—The President has submitted to the Senate for ratification an agreement with UNESCO which is designed to facilitate the international circulation of films and other visual and auditory media of an educational, scientific and cultural character.

The agreement, an outgrowth of the general conference of UNESCO held at Beirut in 1948, provides that each contracting state shall exempt such media from customs duties, quantitative restrictions and other restraints. Seventeen countries have already signed the agreement.

In connection with the agreement the Senate President sent along a report from the Department of State strongly urging ratification of the pact.

3-Way Buildup
(Continued from page 1)

...asm, we cannot fail.”

National Theatres' showmanship will back the campaign in every operating area with new displays, half-page booklets, half-page displays in some situations, radio and television.

On the subject of coming production, Skouras expressed assurance.

“Never before in our business have we had such a line-up of box-office attractions, and..." We expect to take the public on a well deserved bow for it looks as though the producers have again hit on the right note, and are turning out an array of superior entertainment that will definitely prove movies are better than ever.”

NT's campaign blueprint is designed to stimulate the public's interest in motion pictures, and revive the flow of patronage to the box offices. A closer hitting every phase of film exploitation and merchandising in every town and city,

“NT's Unique Facet To Aid Its Drive

Los Angeles, Aug. 24.—To augment the wide range of activities making up National Theatres' “Movies-Are-Better-Than-Ever” campaign; half a million copies of an elaborate pictorial magazine is near ready for distribution to thousands of dentists and doctors offices; beauty and barber shops and a variety of professional sewing rooms where they will be available to customers and patients. In addition, they will be distributed at a frequency of the person-to-person “doorbell ringing” phases of the Bells and Rooms campaign. The magazine, to be called “Proof” and edited in news magazine style, will be printed in color and carry pictorial treatments on 60 forthcoming productions from all studios.

Reviews

“Mr. Music” (Paramount)

BING CROSBY is back in tip-top form. With his familiar air of relaxed congeniality he wanders through a series of comic incidents as a composer of Broadway musicals who would much prefer to play golf and go fishing.

Pretty Nancy Olson is Bing's leading lady, with such artists as Grouch Marx, Dorothy Kirsten, Peggy Lee and The Merry Macs making guest appearances. The picture has been molded for widest popular appeal and it stands to do well commercially. In its running time of 113 minutes, there are stretches that seem overly long, but it is really not important, for Crosby is always on hand to liven things up with his vivacious singing of his own songs, "I'd Rather Be Under the Weather," "When I Fall in Love," "That's When Your Heart Is Less Likely to Break," "Ain't Misbehavin'," and "I'm Just Wild About Harry." Crosby, always fresh and persuasive, brings to his role the charm and polish for which he is so noted.

Quite naturally, the two, at first adverse to one another, fall in love. The complications are provided by the fact that there is another man in Miss Olson's life, a brash young athlete played by Robert Stack, and another younger girl (a soft-stoned songstress) played by Ruth Hussey. Still another factor is getting a backer for the new musical. As it should, all problems are tied together in a neat bow in the finale. The audience at a "snack" at New York's Paramount Theatre, howled lustily and frequently the other evening.

Others in the cast who turn in polished performances are Ida Moore, a flirty and eccentric aunt of Miss Olson; Richard Haydn, an "angel" of old; and Tom Howard as Crosby. Haydn also directed and Tim L. Welch produced most effectively.

Highlights of the show are two sketches which Crosby does with Miss Kirsten and "A Thrifty Thrush." Among others: "That's Why I'm Here," "Sweeter Than Ever," "Why Don't You Borrow That Dress?" "What Price Hollywood?" and "Can't We Have It, and Why Don't It Happen?" "Wouldn't It Be Fun?"

Running time, 113 minutes. General audience classification. For December release.

Mandel Herrman

“When You're Smiling” (Columbia)

ANYONE with an ear for modern music as purveyed by jive boxes and disc jockeys across the country is likely to be right at home with this specialty which rates about fair as general entertainment. Producer Josie Hogge and a couple of Columbia engineers, including Frankie Laine, Billy Daniels, the Mills Brothers, Bob Crosby and his orchestra, Kay Starr and The Modernaires.

The various and often good renditions of popular numbers are tied together with a routine story involving the unscrupulous head of a recording company heavily indebted to a bookmaker. He tries to off his attractive singing star, who eventually wins him back.

Other performers include Collette Lyons, Robert Shayne, Don Otis, Ray Teale, Jimmy Lloyd and Donna Hamilton. The story was written by Karen De Wolfe and John R. Roberts. It was directed by Joseph Santley.

Running time, 75 minutes. General audience classification. For September release.

“Border Treasure” (RKO Radio)

A DEQUEATIVE value of an average Western are manifest in this Herman Schloum production, which was directed by George Archainbaud. It should satisfy Western fans. To Tim Holt falls the task of directing the robbers of a pack train of treasure en route to Mexico. He does this despite his high-mindedness, some does starts, and fuzzy antics of his comic sidekick, Richard Martin, cast as a whimsical Latin.

The story has Inez Cooper headed toward Mexico with the pack train of treasure lead by John Doucette and House Peters, Jr., the bad men in town planning to rob her. After some false starts, during which Doucette is jaunted after a fist fight with Holt, the gang succeeds; and it is then Holt's job, as public-spirited cowpoke, to get the evidence on them. This he does, and also have some clevernesses Dolcett from jail so the gangsters will fight among themselves. They do, and Holt and a sheriff's posse move in for the kill. Jane Nigh, as the bad men's girl, and a saloon singer, is responsible for the finish.

Running time, 60 minutes. General audience classification. August release.

Landaiche Buys Theatre

NEW ORLEANS, Aug. 24.—Ernest Landaiche, supervising the distribution of the Tim Holt pictures for Class-Mohme, Inc., and owner of the Beach Drive-in and Bayview Theatre in Biloxi, Miss. He purchased the half interest owned by Douglas Smith, which also included a half interest in a local drug store.

Operations have been established on a national scale by the special features production of the Beach Drive-in and Class-Mohme, Inc., distributors of specially selected Spanish-language pictures with English titles in the American market. New York offices have been opened.

Production Is Off Slightly; 22 Filming

Hollywood, Aug. 24.—The production tally dropped two points this week to 1,404 pictures in the works for release starting, while nine were completed.


‘Boundaries’ Test
(Continued from page 1)

film, "Curley," but the constitutional issues it sets were exceed with other issues. In the "Lost Boundaries" case, the question is clearly drawn on the constitutionality of local censorship laws and ordinances.

Should the high court refuse to review this case also, it will be practically impossible to the court to check the industry’s attempts to have films included under the guarantees of the First Amendment.

In its appeal, filed by attorney Samuel I. Rosenman, Richard S. Salan, president of the MPPDA, and the RKO Radi-DR Corp. told the court that the old Mutual Film Corp. decision upholding state censorship "has long since lost public confidence explicit or implicit, being overruled." Pointing out that the economics of the film industry require a mass audience and that censorship laws cut into this audience, the brief argued that "inevitably, the mere existence of such legislation as the Alabama ordinance is a deterrent to the production of pictures on any controversial, or indeed on any thoughtful subject.

The present case, the film company said, "affords the court with the opportunity to review an appeal which asks ...made, to place alongside other media of communication to which the protection of the First Amendment is intended.

Citing numerous instances in which Congress and other governmental agencies gave recognition to films as a medium of communication, the company said that this recognition was also reflected in the high court's Para-mount case decision and was "completely irreconcilable with the view expressed by the court below that motion pictures are "sacred"..." not worthy of the protection of the First Amendment.

Majors and ‘IA’
(Continued from page 1)

IATSE and its officials placed another answer in opposition to the appeals. The studios, in their answer, declared that "this case presents nothing more than a question of procedure, defeat in a jurisdictional struggle with another, to utilize the Federal courts to average itself not only upon its victorious rival, but also upon the employers who were caught in the middle."
Business Upswing in 2nd Month; Looks Permanent

SWG Pledges War Support

HOLLYWOOD, Aug. 27.—The Screen Writers Guild membership has unanimously passed a recommendation "to support the war activities of the United States government and United Nations in the fight against the aggressor in Korea; to pledge its full manpower, abilities and talents to the President of the United States; to support the activities of the Motion Picture Industry Council and the Council of Motion Picture Organizations in their efforts to mobilize all our dynamic talents in the theatre to give their fullest to winning peace and security for all peoples of the world."

The recommendation, offered by Harry Tugend, followed a report on MPIC activities by Allen Rivkin in which he stated a loyalty oath would be required of everyone who volunteered his cooperation in any industry preparedness program.

A resolution offered by Fred Niblo, Jr., which would have required all prospective SWG members to sign a

Allport Due Friday
With British Report

LONDON, Aug. 27.—Although conferences between the American and British technicians' committee on the working details of the new Anglo-U.S. remittance agreement are continuing here, F. W. Allport, Motion Picture Association of America's London representative, will leave for New York by plane next Thursday, whether or not the formula has been final

Kramer Due Here in Sept. on New Pact

"Showdown" talks between Stanley Kramer and United Artists are scheduled to be held on the producer's arrival here from the Coast on Sept. 10, the outcome of which will decide whether Kramer will renew his releasing deal with UA.

Kramer has two more pictures to deliver under his five-picture deal with UA. He will have "Cyrano de Ber-

See $250,000 For COMPO In First Year

Collections to Begin on Oct. 1 Through Exchange

Council of Motion Picture Organizations will get underway with its financial operations on Oct. 1 with a minimum of $250,000 likely to be collected in its first fiscal year, according to top-ranking industries here.

Key COMPO officials state they would be disappointed if that amount is not reached, and believe it will be more than sufficient to carry on any event the Council's policy is said to be to approach less prominent theatremen with a minimum of haste in inviting participation.

(Continued on page 3)

Tax Revenue Is Going Up

WASHINGTON, Aug. 27.—Admission tax collections in July were on the increase, indicating, it is said, that business at box-offices is on an upswing.

The Revenue Bureau today reported a July ticket tax income of $85,247,204, compared with $28,661,712 in July, 1949.

General admission tax collections in the February-through-July period, reflecting box-office business in the first six months of the year, were this year about four-and-a-half per cent below 1949, according to the Bureau.

Collections in the February-July period this year totaled $169,830,885, compared to $177,492,734 in the comparable period last year.

The general admission collections include admissions to theatres, sports events and other general entertainment admissions.

(Continued on page 3)

Sears' Attorney Starts Contract Action Against UA

Enforcement of Gradheil v. Sears, employment contract with United Artists and payment of sums due him under the contract are sought in a New York Supreme Court action brought by Abraham Bienstock, attorney for Sears, late last week.

United Artists was served with the complaint in the action on Friday. Bienstock said UA has 20 days in which to answer the complaint or file a

(Continued on page 6)

MPAA Would Join 'Boundaries' Appeal

Washington, Aug. 27.—A spokesman for the Motion Picture Association of America said that if the U. S. Supreme Court agrees to hear the appeal in the "Lost Boundaries" censorship test case, the MPAA will probably file a "friend of the court" brief in support of the appeal.

RD-DR Corp. filed a petition last week asking the high court to review a circuit court decision upholding the constitutionality of local censorship laws.
THERE continues to be considerable dissatisfaction with the current release of "Movies Are Better Than Ever" expressed within the trade. The slogan is direct, forceful and psychologically good. Re-centered towards such a clear message to make inroads into the attitude and opinion which prevailed among a large segment of the public a while back, which was that movies are not worth seeing. Doubtless, it already has achieved some results in that direction—when it has been backed up by pictures that really are a slogan. It cannot be denied, however, that it is not an apt slogan at all times and in all places.

We all have seen it; circumstances in which it was patently absurd and in which its use was likely to accomplish more harm than good.

Early this season a motor trip covering large and small communities in seven Eastern and Southern states, this writer saw theatre fronts plastered with valances and marquee lettering proclaiming that "Movies Are Better Than Ever" where ancient relics were the current attractions; where imported films of no interest were advertised and where double and triple bills comprised of some of the most obvious quickies imaginable shared billing with the slogan ever.

Deserted theatre fronts were to be seen announcing to all who passed and read that "Movies Are Better Than Ever," while surly faces and sullen office staff were advertised, and where double and triple bills comprised of some of the most obvious quickies imaginable shared billing with the slogan ever.

In such circumstances the slogan not only is rendered meaningless, but becomes untrustworthy—a caution to the wary or disappointed patron. The slogan "Movies Are Better Than Ever" is only as good as the program which backs it up. It is a slogan which should be reserved for the widest possible use with the best and only the best, available programs. It will be left to the trade and to the public to make as firm a basis as they believe the satisfied customers; not scoffed at by the disappointed.

The industry needs a second, as all-purposes slogan which will serve a public relations function under all circumstances. It should not be one which must be read many times and day out, it is next to impossible to fulfill. It is a matter which may well be worth some early attention within COMPO.

When Abram F. Myers resigned as chairman of the tax committee, Frank C. Sullivan, Paramount, COMPO recently he left behind a record for himself and the committee he headed which is, perhaps, unmatched in industry annals.

Not within the memory of this department, this company and the industry, has there been a Conference但我，其实行此a Conference in which the tax committee was so well served.

Relief was certain, repeal possible. Only a conflagration of Asia, threatening the peace of the world, deflected the course.

Meanwhile, the public and the theatres have been brought closer, Oscar Reynolds, Washington, J. A. Otten, National Press Club, is to be credited, for it was the Myers' committee's work that accomplished the time when the theatres were in sore need of a zaporroconnect with the public. It is not unreasonable to assume that some portion of the increase in public support at the box offices over the past two months has been due to the bond welded between theatre and public by the COMPO committee on taxes.

And in the Congress, new friends and change in the industry were made. The few who stood opposed to admission tax relief were made singular by their lonely opposition.

In suspending its campaign, the Myers' committee, which included Art Arthur, Carter Barron, Julian Brykwy, Jack Ben, Oscar Doby, Jay Ernest, Marvin Faris, Robert Harvey, H. M. Richay, and Mort Sunshine, reserved the right to renew the cause next year. Given sufficient time and the same committee or its successor must surely find the way to tax relief already cleared for it through the thoroughness and laboriousness of the Myers' committee's labors this year.

Personal Mention

William J. Heineman, Eagle Lion Classics' distribution vice-president, and Mrs. Heineman, will leave here at the weekend for Cape Vincent, N.Y., to spend the Labor Day holiday.

Samuel Pianki, Theatre Owners of America president, and Mrs. Pianki, have announced their engagement to travel to Canada, South America and Spain with Miss Nathalie, Miss Arnold Howard Dunne, son of Mr. and Mrs. Sidney Dunne of Chestnut Hill, Boston.

Julian Leser, president of Thalia Productions and Mrs. Leser, are back in New York Sept. 1 aboard the S. S. Nieuw Amsterdam after a tour of England, the Continent and Palestine.

Jerry Tierney, American Airlines public relations executive, is back in New York from the Coast where he handled a liaison assignment on an M-G-M production.

Harold Leop, formerly of Motion Picture Daily's editorial staff, will join the J. Walter Thompson Advertising Agency on Sept. 3 as a television casting director.

Robert L. Louis, who recently resigned as New Orleans representative for Southeastern Theatre Equipment Co., has entered business for himself outside the trade.

Eric A. Johnson, president of the Motion Picture Association of America, is due here today from Washington. He will depart tonight for Spokane.

Max E. Youngstein, Paramount Distributing Co. vice-president, will return to his desk today from a brief vacation at Montauk, L. I.

Boris Kaplan, Eastern talent head for the Roosevelt, will be interviewed on the Margaret Arlen's program on Sept. 1 over WCBS.

Lynn Farnon, public relations counselor, left here Friday for a week's vacation in Northern Ontario.

Charles Levy, Walt Disney Productions' Eastern publicity manager, is back here from a vacation.

Dan S. Terrell, M-G-M exploitation head, is due to arrive here today by plane from the Midwest.

Ed Cosen, former Eagle-Lion branch manager in Omaha, has joined the 20th Century-Fox there as a salesman.

Louis Hayward, Columbia star, left here last night by plane for England.

Ted R. Gamble left Seattle at the weekend for a 10-day vacation cruise.
$1,800,000 Trust Action

Detroit, Aug. 27—Damage of $1,800,000 is sought against United Detroit Theatres Corp. and eight disbursing organizations in an anti-trust suit filed by the distributors at the Federal S. C. S. Court in Detroit, Ann Arbor, Flint, Battle Creek, Saginaw, Pontiac, and Saginaw, where the defendants were Warner Brothers, Paramount, Loev's, United Artists, RKO, 20th Century-Fox, Columbia, and First National.

The suit accuses the defendants of maintaining a monopoly in restraint of trade in the distribution of films in the Detroit area. Under an alleged rigid agreement forced upon the plaintiff theatre as a condition of showing the defendant's films, the Palmer Park said it must wait for the "fourth run" before it can show any of the defendant's films, the suit charged.

The suit explained that new films are shown first in the major downtown houses and then go into a second run at some of the neighborhood theatres, and only after a third of "key run" at some of the neighborhood theatres. It is claimed that these houses do theatre like the Palmer Park get an opportunity to show the films, the suit set forth.

The suit further charged the defendants with exercising their monopoly by forcing a uniform admission price scale throughout the city.

The suit declared that the theatre suffered $600,000 in actual damages as a result of the alleged monopolistic practices and asked that triple damages be assessed in accordance with the provisions of the Sherman Anti-Trust Act.

Smaller Theatres Will Seek Reductions in Film Rentals

Omaha, Aug. 27—Film company sales managers will receive a plan to determine film rentals in smaller situations to allow those theatres to show profit, Charles Niles of Allied Theatre Owners of Iowa and Nebraska, disclosed.

His disclosure came after a "film clinic" and membership meeting here conducted by unit president Al Mycek, Elmer Hahnle, and himself.

The exhibitors' meeting, at the Cas- sino, was to issue a special efficiency buying guide developed at regional meetings.

Have a Spot o' Tea, Mayor, Courtesy WB

Albany, N. Y., Aug. 27—Mayor Ernest C. Corning was presented on Friday with a gold tea set by Warner starlets Claire Williams and Ann Zita.

Tie-up? You guessed it. Company's "Tea for Two" which be held Thursday, an engagement at the Strand here on Wednesday.

The tea are on a 13-city tour as part of the picture's promotion.

Compo Collections

(Continued from page 1)

includes the 13-city not the drop which British a
The ill special worst the was understood, the statement Asher- accordance 3 levied the distributor also their is vacation.
is contribution pari-mutual understood.

Better "key $4,646,000 planned can sales this Park to control, the Detroit some

ORGANIZATIONS include those of here in the O'Brien, Warner's Branches, located at Union, and the Manchester Star-Journal is sponsoring the premi- e, which will be in conjunction with the opening of Warner's Technicolor production, "Sea for Two."

Bergen at Premiere Of His Warner Film

Sparkling the events planned for the world premiere of Warner's Bros. two-reel "Technicolor short subject, "Beauty and Violence in Sweden," at Radio City Mu-

nical Hall, Minneapolis, on Sept. 29, will be the personal appearance of Bergen. The Minneapolis Screen-Journal is sponsoring the premi- e, which will be in conjunction with the opening of Warner's Technicolor production, "Sea for Two."

Bergen, who filmed the short him- self on his recent trip to Sweden, will be honored at a banquet sponsored by the Star-Journal the night before the premiere.

George Fishman's Father

Philadelphia, Aug. 27—Funeral services were held today for Morris Fishman, 70, father of George Fish-

man, that was represent- ative in this territory, at Asher- beschulr Funeral Chapel. Fishman, a film salesman in the Lubin days, died suddenly from a heart attack Friday morning. He re- tired six years ago due to ill health.

The Need is For Fewer But Better Films: Mankiewicz

Fewer but better pictures is the answer to present box-office needs, Jo-

seph Mankiewicz, 20th Century-Fox director, and president of the Directors Guild, declared here at the weekend. Many pictures are being made and it did not be, in order to meet the exhibitors' need for product, he said.

Mankiewicz declared that he is not an "exhibitor bater" and did not want to get into any argument with them, but added that this is the "best terms given by legitimate theatres for plays are frequently better than some of the best terms given for Hollywood pictures.

Citing "The Search," he said that there was something wrong when the public pays $3,000,000 to see a picture, while the makers get no profit.

Mankiewicz asserted that the aim of the SDG is to mend the picture situation and by that, he said, he meant television too. He said SDG has to offer the television industry a "day of experience." In television, he de-

clared, the director is not in control, and the SDG has as its aim the pro-

tection of his creative work, "You see, pictorially, etc. Our purpose is to secure for the television director those privileges and rights which distribu-

tors should have in order to secure film quality.

Allport Due Friday (Continued from page 1)

ized by them.
The committee's work involves reaching agreements on the per-

centages of the amount of American companies in British pro-

duction, or of sums realized from dis-

tribution of British pictures in Ameri-

can theatres, which are to be assumed as bonus conversions of sterling over and above the $7,000,000 base. Board of Trade officials here have been given until the end of next week to complete the terms before the new agreement is effective on Oct. 1. Allport's trip will be for the purpose of reporting on progress and partly as a vacation. George Allport is an Italian representative, is here and will act for Allport during his absence.

Kramer Due Here (Continued from page 1)

"grease" ready next month and the final picture may be ready for delivery in December. Thus, he will be prepared to talk a new deal with UA and others who have been seeking Pacific Coast. Both Paramount and Columbia are reported ready to negotiate with him. The talks, Kramer said, will bring the "showdown" visit here after Frank L. McNamara, UA president, and Max Kravetz, secretary, postponed trips to England for COMPO because of the recent up-set, which Kramer had been ad-

vised four weeks ago they would make.

SWG Pledges Support (Continued from page 1)

non-Communist affidavit failed to pass due to a quagmire.

SWG also approved a plan, outlined by John Larken, who flew in for the weekend. The long awaited confer-

ences with Eastern writer organiza-

tions, for launching contract negotia-

tions immediately with television nets.
There's No Organization Like The Branch Managers' Testimonial Service

Reading from L. to R.—seated—DANIEL R. HOULIHAN, Albany; FRED R. DODSON, Atlanta; JAMES M. CONNOLLY, Boston; ROY H. ROBERTSON, Charlotte; TOM R. GILLIAM, Chicago; JOSEPH B. ROSEN, Cincinnati; IZZY J. SCHMERTZ, Cleveland; MARK SHERIDAN, Detroit; JOE J. LEE, Detroit; TOM O. McCLEASTER, Indianapolis; JOE R. NEGER, Kansas City; CLYDE W. ECKHARDT, Los Angeles; PHILIP M. BERGER, New York; GERRY CHERNOFF, Montreal; BENJAMIN A. SIMON, New Haven; WILLIAM BRIANT, New Orleans; SAM E. DIAMO, New York; 3rd row—SIEG HOROWITZ, Philadelphia; AL LEVY, Pittsburgh; CHARLES F. POWERS, Portland; CHARLES L. WALKER, St. John; GORDON F. HALLORAN, St. Louis; CHILTON L. ROBINETT, Seattle; PETER MYERS, Toronto; JAMES E. PATTERSON.
NOW! From the men and the company who always deliver for you...

3 QUALITY PICTURES A MONTH!
$534-Million Income
(Continued from page 1)

The 1948 total was 142 per cent higher than the $220,660,000 collected in 1947. The survey also showed that domestic distributors reported $407,120,000, or about 76 per cent of the $534,000,000 total, while distributor exports accounted for the remaining 24 per cent at $123,843,000.

Broken down another way, $378,138,000, or 70.8 per cent of the $534,000,000 total came from rentals from commercial theatres in the U. S. Another $147,970,000 came from rentals from other theatres, mostly commercial theatres overseas although to some extent from non-commercial showings here and abroad. The remaining $28,928,000 came from merchandise sales and receipts for services, including receipts from the sale of rental prints and merchandise, and receipts for repair service and similar activities.

The 1948 census figures were based on returns from 651 establishments primarily engaged in distributing commercial films. The 1939 census had returns from 530 establishments, while the 1929 census had 533 returns.

Establishments distributing theatrical features are the principal type included in the census although distributors of reels, trailers, shorts, and similar films are covered. The figures do not include businesses primarily engaged in distributing educational, advertising, industrial or 16mm, films, nor agents and brokers, film houses, newsreel companies, and studios, chiefly operating in the field of television.

28 Organizations

While the survey tabulated reports from 651 separate "establishments," the Census Bureau noted that "the motion picture film distribution field in 1948 consisted of 28 organizations which operated establishments at more than one location and 161 independent businesses which operated at only a single location.

Of the 651 establishments in the 1948 Census, 609 were in domestic business and 42 in exporting. The domestic distributors included 394 independents and 215 independent distributor establishments. The 394 domestic producer-distributor establishments had total receipts of $3,246,781,000, including $336,970,000 in rentals from U. S. commercial theatres, $14,533,000 in rentals from other theatres, and merchandise sales and miscellaneous receipts of $7,079,000. The 215 domestic independent distributor establishments had total receipts of $27,841,000. The 1948 Census, of course, included earnings from other than theatrical films, but not from sound recordings or motion picture method prints or advertising, educational, industrial, or 16mm, films, nor agents and brokers, film houses, newsreel companies, and studios, chiefly operating in the field of television. A substantial portion of the domestic film rentals took place in the foreign field, and was counted under the Statistics of Foreign Currencies here and abroad.

Review

"Saddle Tramp" (Universal-International)

A GOOD Western with good names, further enhanced by Technicolor. "Saddle Tramp" presents Joel McCrea as a happy-go-lucky cowhand forced to take life more seriously when he finds his friend has been killed and takes to the saddle to seek revenge.

With this as the theme producer Leonard Goldstein has brought to the screen a Western which employs much fist and gun fights, some saddle-burnning riding, lends between neighboring ranchers, a touch of romance, a bit of rustling, photographed against the rugged and picturesque Nevada countryside.

McCrea gives his usual capable performance as the slow and soft-speaking cowboy, who becomes friend and father figure to the girl who enters his life when she flies a cruel uncle and makes camp with the children. John McIntire and Jeanette Nolan are the ranchers for whom the young tramp feels a sudden change to the saddle and making it appear as though it has been done by a neighboring rancher. McCrea exposes this plan according to the usual formula. The story and screenplay, by Harold Shumate, moves along at an easy pace. Hugo Fregonese directed.

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

Business Upswing
(Continued from page 1)

provement came from other circuit of facials and from distribution heads. (Continued from page 1)

28,000,000 total receipts. This broke down into $1,211,000 in rentals from commercial theatres in the U. S., $6,414,000 in rentals from other theatres, and $28,887,000 in miscellaneous from theatrical grosses.

The 42 exporter distributors had total receipts of $126,843,000, of which $76,770,000 came from theatrical grosses, $23,300,000 from miscellaneous activities. No comparable figures were obtained in 1939.

New York City ranked first among the 31 exchange centers in the country in 1948, with distribution receipts of $1,017,700 or $2,142 per screen per month, total. This was a 300 per cent increase over the $141,699,000 reported in that city in 1939. New York City, naturally, was also the principal export city.

Four other exporting centers besides New York reported receipts in 1948 of over $20,000,000. In descending order, they were Los Angeles, Philadelphia, Chicago, and Dallas. These centers did not, however, show the greatest increase in receipts during the 1939 period. The leading point of showing the greatest increase in receipts during the nine years, the ranking was, after New York, Atlanta, San Francisco, Los Angeles, Oklahoma City, Memphis, Portland, Ore., and New Orleans. These centers increased receipts anywhere from 129 per cent to 106 per cent above the 1939 total.

17,146 Paid Workers

The payroll of the 651 distribution establishments totaled $16,364,376,000 for the year, or 12 per cent of the total receipts. For the work-week ending nearest New Year's Day, were 17,146 paid employees, receiving a weekly payroll of $1,243,000 or an average of $72 per week. These figures include executives and salaried officers of corporations but not proprietors or unincorporated businesses.

In the 1939 census, total annual payroll was $2,191,000. For the similar week, there were 11,332 employees. No payroll figure for that week was given.

Total operating or overhead expenses in 1948, including payroll but excluding the cost of film, amounted to $109,136,000 or 20.4 per cent of total receipts. Payroll amounted to 60 per cent of operating expenses, operating expenses amounted to $33,856,000 or 13.5 per cent of receipts. In 1929, operating expenses were 15.7 per cent of receipts.

20th-Fox Profit
(Continued from page 1)

Mass. Prohibits
(Continued from page 1)

rigorous, and civic and organizational representatives at the Department of Public Safety here on Friday. Major problems in the area currently with the Department's action, they were a few dissenters and some who would not be publicly exhibited. They contended that it does not contribute nothing to the solution of the drug problem which would not be publicly exhibited. They contended that it does not contribute nothing to the solution of the drug problem which would not be publicly exhibited. They contended that it does not contribute nothing to the solution of the drug problem which would not be publicly exhibited. They con-
FROM HOLLYWOOD REPORTER

"Gives United Artists the dizziest, brightest comedy it has enjoyed in seasons. A sizeable money-maker!"

In "The Admiral Was a Lady," producer-director Albert S. Rogell, a Republican in real life, has found a comic tale, which, while place of a hollering job, boating as it does on an off-shore romance, turns out to be a delightful piece of farce, will be welcome and its directorial sense shows in the clever bits of business that dot the action and in the fast and furious pace of the proceedings. To really make "The Admiral Was a Lady" a hit, it requires a marvelous effort, as does any other piece of farce, and Rogell does well to eliminate some running time. In 20 minutes when the plot begins to wear thin and the proceedings become routine. Rogell and the cast headed by Edmond O'Brien and Wanda Hendrix make the most of it to insure favorable reaction from ticket buyers.

"A light and frothy farce-comedy built for laughs—which it will get in good measure. Amusing and entertaining. An attendance-puller which will get good word-of-mouth publicity. A welcome change from heavy dramas, whodunits, and action—sake film!

SHOWMEN'S

"The Admiral Was a Lady" is a delightful comedy. There is no dull moment in the film. Action is fast and laughs come so close together the audience hardly has time to get its breath between them. Direction is right on the ball, too.

LOS ANGELES EXAMINER, Friday, Aug. 4, 1950

"Diverting. Played with spirit for laughs. Well done!"

FILM DAILY

"Ranges from gentle farce to unrestrained slap-slapstick. A fast, light, pleasant attraction!"

HERALD

"The Admiral Was a Lady" launches lots of laughs.

LOS ANGELES MIRROR, Friday, Aug. 4, 1950

"The Admiral is a breezy, zany comedy."

LOS ANGELES TIMES, Friday, Aug. 4, 1950

FROM WEEKLY VARIETY

"Will rate a lot of laughs in its release. Fast pace and geared strictly for fun!"

THE ADMIRAL WAS A LADY

Edmond O'Brien
Wanda Hendrix
Produced-Directed by Albert S. Rogell

"The Admiral Was a Lady" is a neatly concocted piece of fluff that will rate a lot of laughs in its general release. The pace is fast and geared strictly for fun as handled by Albert S. Rogell and the hard-working cast. All concerned set it up for a favorable reception. It's a boy-meets-girl plot with lots of trimming of complications and bits of business that keep it continuously moving. Setting is postwar and brings together an ex-WAVE and a group of four girls now making it on their own in the $200 Club for an easy living. Basically, it concerns the four girls' efforts to find the WAVE's missing boy-friend on threat of being put to work if they fail. Nemesia is a juke-box machine that is the boy-friend. There's no doubt that Edmond O'Brien, leader of the $200 group, and Wanda Hendrix, the WAVE, will wind up in a clinch before the footlights go down, but Rogell's direction, and the original script by Sidney Salkow and John O'Dea keep the development sprightly and interesting as the plot works up to the finale. Broad hilarity is the keynote, and among the tops is Albert S. Rogell and Jack M. Warner presents

EDMOND O'BRIEN • HENDRIX

"The Admiral Was a Lady"

Produced-Directed by Albert S. Rogell

ALBERT S. ROGELL THE FIRST OF TWO FOR UNITED ARTISTS

Produced and Directed by

ALBERT S. ROGELL
These Are The Facts About Sunset Boulevard

IN NEW YORK:
2nd week, Radio City Music Hall, broke all-time non-holiday week record that the 1st week set. Now 3rd week—same terrific pace!

OUT OF TOWN:
Held over in 12 out of its first 15 sensational test engagements—whenever included big and small situations!

“TERRIFIC IN ALL OPENINGS”:
Says Variety’s National Box-office survey, reporting it industry number 1 money-maker today!

Produced by Charles Brackett
Directed by Billy Wilder
Written by Charles Brackett, Billy Wilder and D. M. Marshman, Jr.

PARAMOUNT HAS THE PRODUCT PAYING OFF BIGGEST TODAY
Johnston Hits Attackers of Film Industry

Says US Has Been Aided In Communist Struggle

WASHINGTON, Aug. 28.—Eric A. Johnston, president of the Motion Picture Association of America, today stoutly defended the film industry against charges of failing to do its part in this country’s struggle with communism.

It very definitely has done its part, Johnston said, and cited a long list of films to back up his statement.

Johnston expressed his views in a letter to H. E. Wilkes, of Oklahoma City, who had sent the MPAA president a copy of a letter to Senate Commerce Committee Chairman Williams.

ELC Plans Offices In France, Denmark

Eagle Lion Classics will open offices in France and Denmark, the latter one early next year, and the former in a month or so, it was disclosed here yesterday by Samuel L. Seidelman, foreign sales manager. Seidelman, who has just returned

Pathe ‘Collartes’ Strike Due Today

A strike is scheduled to strike this morning in consequence of failure to reach an agreement with the company on wage increases and retroactive pay in a new contract, it was reported last night by Russell Moss, executive vice-president of IATSE Motion Picture Home Office Employees Local No. 62. The local has been without a contract at Pathe since Aug. 31, 1919.

Moss said he is confident that none of the 300 members of the union contracts at Pathe will cross picket lines. This may affect production of Warner Pathe newsreels and other films. An issue of the reel was slated to be processed at the laboratory today.

Income Firm At N.Y. Runs

Business continues at a good clip at the majority of New York’s first-runs, although they are down some from the past two weeks with a normal drop-off on holdovers. The week-end was warm and bright and crowded the beaches, a competitive factor for many of the showcase runs.

Still in the spotlight is “Sunset Boulevard” with a stage show at the Music Hall where capacity business has been the rule, not the exception, throughout the run. The show drew

Capacity at Upstate Tribute to Phil Fox

BUFFALO, Aug. 28.—There was a capacity house at the big Phil Fox testimonial tonight at the Transit Valley Country Club. The event was staged in honor of recently-promoted Fox to the management of the Cincinnati Columbia exchange after many years as a top broker here sponsored by Tent No. 7, Variety Club of Buffalo, and guests came from near and far.

The celebration began in the afternoon with golf and other games. A banquet was staged at seven o’clock and dancing followed. Elmer F. Lach, chief Barker, presented a set of silver to Fox. Dave Miller of U-I was master-of-ceremonies. Jack Mandelstam of M-G-M was in charge of reservations and the ticket committee was composed of Jack Gimell, Harry Birkeson, Gus Basil, Tom Walsh, Harry Bernstein, Abe Harris, Jim Fater, Jack Brothers and Bill Fox.

Among out-of-towners attending were: Toronto, Louis Rosenfield, H. Harnick, A. B. Cass, I. Coval Martin.

19,213 Bookings to Start 20th’s Drive

The 20th Century-Fox branch managers testimonial will get off to a record start this week, it was announced by Andy W. Smith, Jr., distribution vice-president yesterday (Mon.).

Starting this weekend 19,213 feature bookings will go out under way according to reports from the company’s 37 branch managers in the U. S. and Canada. This represents a boost of 42 per cent over total book-

Non-Formula Subjects Defended by Grainger

Circuit operator Harry C. Arthur’s plea for “entertainment for the masses” and abandonment of weighty themes in motion pictures has drawn a nod of agreement, “in principle and in part,” from E. C. Grainger, president of Jamestown Amusement. But the latter takes issue with Arthur on the matter of “pioneering,” that is, the use of the subject matter.

Grainger, in a letter to Arthur, stated:

“Basically, exhibitors should be in

QP Award Will Go To Shaffer Today

Willa Shaffer, who won the top Quigley Award in Motion Picture Herald’s last “Managers Round Table” showmanship competition for small situations in the competition for 1949 entries, held last March at the Waldorf Astoria Hotel here, will be handed the winning plaque by Elmer C. Rhoden, head of Fox Midwest Theatre, at the 21st annual showmanship meeting of Fox Midwest Thea-

1949 Bookings to Start 20th’s Drive

The 20th Century-Fox branch man-

Ezell, pioneer drive-in builder, will head the drive-in committee at the convention of the Theatre Owners of America in Houston, Oct. 30-

400 from Drive-ins due to TOA Meet

Dallas, Aug. 28.—Claude Ezell, pioneer drive-in builder, will head the drive-in committee at the convention of the Theatre Owners of America in Houston, Oct. 30-

Brandt in New Hughes Accord On RKO Stock

Many Points Set; Says Both Confident of a Deal

Both Howard Hughes and Harry Brandt are confident that the deal for shifting control of the new RKO theatre company upon its formation to Brandt’s Trans-Lux Theatre Corp. will be consummated, Brandt said here yesterday.

He said that he and Hughes came to “full agreement” on terms, although necessarily there are some points yet to be cleared, and there are no obstacles in the path of closing the deal, as none is anticipated.

Actual signing of the pact has been delayed for the reason that certain legal clearances are required, including approval by the Securities and Exchange Commission, the New York Stock Exchange and finally by stockholders of Trans-Lux and the holders of the RKO theatre stock when it is issued.

Thus, the actual finalization of the

20th-Fox Continues Decree Negotiations

WASHINGTON, Aug. 28.—Consent decree talks between 20th Century-Fox attorneys and Justice Department officials were resumed here today, and indications were they would go on for

400 from Drive-ins Due to TOA Meet

Dallas, Aug. 28.—Claude Ezell, pioneer drive-in builder, will head the drive-in committee at the convention of the Theatre Owners of America in Houston, Oct. 30-

Aid of 7,700,000 Pledged for Louisa

WASHINGTON, Aug. 28—Following a special screening of U-I's "Louisa" for executives of the General Federation of Women's Clubs and social leaders, the motion pictures distributed were at the Academica Theatre of the Motion Picture Association of America through its president, Mrs. Hiram Honigton has pledged Universal-International all-out support of the General Federation of Women's Clubs, 7,700,000 members from Coast-to-Coast. The endorsement of the film by the Federation for the action of the Motion Picture City Federation in designating "Louisa" as the best family comedy of the year and giving a special commendation to the motion picture industry and to U-I.

Schneider, Starr of W.B. Are in London

LONDON, Aug. 28—Samuel Schnei- der, Warner vice-president, and Harry Starr of the company's music, booking department, arrived here to-day from New York for conferences with Arthur S. Ahl, Schneider who is accompanied by his wife, will visit Paris early in September and make a brief return visit here before leaving for New York in the middle of the month.

Editorial Decrees Ban on 'No Way Out'

CHICAGO, Aug. 28—The Chicago Sun-Times today blasted local author- ities for the banning locally by the police censor board of 20th Century-Fox's "No Way Out." The paper attacked the city's censorship system and called for a panel of specialists in human relations to pass on films or films which might present censorship problems.

'Petty Girl' Troupe Leaves for the West

HARTFORD, Aug. 28—The "Petty Girl" troupe, consisting of Janis Carter, Mona Koox, Barbara Freking, Shelledy, Balby Allen, and Milton Young unit manager and Columbia Pictures' Philadelphia ex- ploitation manager, left New York for the western states. The troupe completed appearances and other promotional work in New Haven, Hartford, Springfield and Boston. In all four cities, the five girls appeared in local theatres. The troupe is "plugging" the forthcoming release of the Columbia picture.

Pegler, Back to Mexico

Jack A. Pegler, president of the P. G. Back, Video Corporation, vice-president of Television Zooom Corp., and Dr. Frank G. Back, Zoomer lens in- ventor, have been invited by Romolo O'Farril, Jr., Mexico City correspondent of Robert Muñoz XHTV, Mexico City, to attend the official opening of the station of Mexico City on Thursday. They have accepted...

Personal Mention

GEORGE SCHAFFER, general sales manager of Stanley Kramer Productions, and Myer P. Birck, director of department store publicity, are in Chicago today for meet- ings with the producer.

ANTINETTE LONGO, secretary to Milton Livingston, Universal-Inter- national trade manager, is in New York for meetings with pre- tees referring to an M-G-M production.

ARNOLD WILLIAMS, London manag- ing director of National Screen Service, will sail for England from New York Sept. 6.

ROBERT M. WEITMAN, United Pa- cific Management Corp. vice-president, will cut his vacation short and return to New York tomorrow.

MRS. SYDNEY B. STARK, formerly with 20th-Fox in Hollywood, has been named public relations director of the Fairmont Hotel, San Francisco.

JANE SHEA of the New York Port Authority exchange will be married Sept. 4 to Bernard Kohler of that city.

JAMES SLAUGHTER has resigned as M-G-M booker in Jacksonville, to join Warner in Jacksonville, Fla., in the same capacity.

Use Film to Inform On Counterfeiting

Plans to use "Mister 880" as a vehicle for a nationwide educational campaign against counterfeiters are being formulated by officials of the U. S. Treasury Department in coop- eration with 20th-Century-Fox.

The film was made with the exten- sive cooperation of the Treasury's secret police department. It is expected that local branches of the Secret Service will be instructed to lend their support to the film. Pamphlets, throwaways, stickers and other accessories showing easy ways to spot counterfeits are planned, and also promoting "Mister 880" are in pre- paration by the Treasury Department and will be nationally distributed.

Emerson, Goldfarb Promoted by RKO

J. C. Emerson, RKO radio manager, however, has been invited by Romolo O'Farril, Jr., Mexico City correspondent of Robert Muñoz XHTV, Mexico City, to attend the official opening of the station of Mexico City on Thursday. They have accepted...
Hopeful That Cuts Might Be Restored

WASHINGTON, Aug. 28.—Administration leaders were hopeful yesterday that the Senate might restore some of the cuts in federal relief funds asked for by the Department of State Department's overseas information program. The relief funds were requested in a supplementary appropriation bill carrying only $2,655,830 of the $28,000,000 asked to build up the program. Funds for the activities were slashed from the $11,017,833 requested to $10,000,000. The measure now goes to the Senate Labor Committee for hearings and action.

The money in the supplemental bill is in addition to an estimated in the original omnibus bill. This was also considerably under the budget request of $36,645,000. An 20th Century-Fox and William Fox, Rogers, Metro-Goldwyn-Mayer.

Geno Autry has been invited to personally explain his views on making television shorts and has stated that if he is not working he will attend.

N. Y. Income Firm

(Continued from page 1)

about $160,000 for each of its first two weeks which adds up to a $383,125 in the third stanza. This is said to be the greatest box-office performance in the money-making history of the Metropolitan Opera House.

"Stella," with Milton Berle and his television revue on stage, is ready to bring the show to Chicago in a fall season. The show is "rolled back" also on the agenda.

Among sales managers who have confirmed their attendance is William Allen Jr., 20th Century-Fox and William F. Rogers, Metro-Goldwyn-Mayer.

Gripley Appointed to Schlaffer Sales Post

The appointment of James E. Gripple as Southern territory sales representative for all N. Peter Rathbone product, has been announced by Jack Schlaffer. Gripple was formerly Eagle Lion branch manager in Dallas.

Act to Avert Italian Rental Ceiling Blow

American industry representatives in Rome are attempting to forestall a governmental decree which would impose a ceiling on American film rentals at early date. It was stated yesterday in film export quarters here.

The Italian government is anxious to avoid catching international film business, it is understood, as a means of "protecting" the domestic industry.

Key Business Group Urges Tax Increases

WASHINGTON, Aug. 28.—The committee for Economic Development, influential group of leading businessmen, today reported that a general revision and increase of selective excise taxes should be an important part of any tax bill considering its influence on both foreign and home sources. The measure now goes to the Senate Labor Committee for hearings and action.

The CED's statement was the first call for higher excises to come from any important group. It was issued by the organization's program committee, of which President is chairman of the Committee for Economic Development, a group which includes CED chairman and Eastman Kodak treasurer Marion B. Pote, and General Electric Co., chairman Philip D. Reed.

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Saddle Tramp Will Launch Three Runs

DENVER, Aug. 28.—Universal-International's "Saddle Tramp," a Technicolor feature, will have its world premiere at the Tabor, Aladdin and Webster Theatres here tomorrow. It is a personal appearance of a group of Hollywood stars headed by Joel McCrea, co-star of the film with Wanda Hendrix and including Ann Blyth, Rock Hudson, Carol Varga and Joany Garay, and producer Leonard Goldstein.

UPMG Honors O'Donnell

HOLLYWOOD, Aug. 28.—Robert J. O'Donnell was the guest of the United Producers Metropolitan Guild at a dinner here during the weekend, at a luncheon in the Beverly Hills Hotel honoring him for his part in the making of "The Torch." The evening was held in the actor's name, and brought in a pair of Warner reissues, "San Quentin" and "Alcatraz Island" on Friday.

Taddy Is Releasing Joe Louis Picture

Taddy Pictures has announced the world-wide release of the all-color cast feature, "The Fight Never Ends," starring Joe Louis, America's heavyweight champion. The production was produced last year.

Taddy will also release 15 new unscarred pictures, according to word received here. He is in his last thrity. Survivors include the billboard.

$55,000,000 Video 'City on the Coast'

Hollywood, Aug. 28.—A television city, to be built on the 13-acre site occupied by the Universal-International complex, will cost $35,000,000, Columbia Broadcasting System announced here.

Howard Meighan, CBS vice-president, said the station, the home of the Hollywood Stars of the Pacific Coast League, will be razed by next March. Plans call for at least five more buildings, including 13-story administration building. The first television broadcast from the site is scheduled for 1952.

H. A. Everett Succumbs

H. A. Everett, Magee, Miss., exhibitor, died Aug. 22 of a cerebral hemorrhage. He was in his late thirties. Survivors include the wife.
MAN-BAIT!

Trouble never came in a more desirab-

The rare and racy adventures of a female savage in a jungle of intrigue!

BOOK THE INDUSTRY SHORT FOR DISABLED AMERICAN VETERANS — "ON STAGE EVERYBODY"
MORE CUSTOMERS FOR YOU!
...Sold through striking full-page ads in 42,697,915 COPIES of national magazines!
...TWO FULL-PAGE INSERTIONS each in LIFE, LOOK, COLLIER'S, SATURDAY EVENING POST... Full pages in COSMOPOLITAN, RED-BOOK and fan magazines.

JOAN FONTAINE
ROBERT RYAN · ZACHARY SCOTT
in
"Born to be Bad"
and JOAN LESLIE · MEL FERRER

Produced by ROBERT SPARKS · Directed by NICHOLAS RAY · Screenplay by EDITH SOMMER
Review

"The Red Danube" (Republic)

PRODUCER William J. O'Sullivan and directors Dorrell and Stuart McGowan have made an interesting attempt to create a film of epic overtones on the routine story about a man who seeks to avenge the murder of his brother.

Using the background of an action Western, the picture does shape up as a carryover, though there are several comic overtones. The action is too fast for the occasional clumps of dialogue which overheat the story.

The trek to Montana turns out to be an ordeal for the cowpunchers, with Elliott driving the men ruthlessly. He is a hated man and several revolts against him; others die from mysterious plagues with him to give up his mad quest, which is making a cruel, bitter man out of him, but Elliott is not content to wait for retribution and he continues to try and trap the killer. The denouement confirms suspicions evident earlier in the film. Elliott himself turns out to be the killer. He is the victim of the retribution he has been preaching when he is gored by a mad steer. Elliott is all for completing his revenge by leaving possible witnesses. He is, however, the last minute, has a change of heart and believes in justice. Elliott, as usual, is a remarkable competent job, Bremum is his usual, capable self and Marie Windsor, as the girl who is innocently involved in the killing, is adequate. She also appears to become more beautiful in the picture.

It is also apparent how the director handles things like photography and music. The picture reaches high points of tension at times. All in all, it is an above-par job in this category. The McGowans also wrote the screenplay, based on a story in Esquire Magazine by Edward Droste. Running time, 86 minutes. General audience classification. Release date, Aug. 15.

Lesser Meetings Here

Sam Grudin, comploter for Sol Lesser Productions, has arrived here from Hollywood as the vanguard of Lesser associates who will meet in Manhattan for a five-day business convention starting Saturday when Lesser will arrive from Europe.

Tribute to Phil Fox

(Bloom and Allen, Pittsburgh, Pa., and D. Bloom & Co., Philadelphia, Pa.)

Niagara Falls, Robert Hayman; New York, Abe Montague and Irving W. H. Hayman; Los Angeles, Thomas Slack, Hughes attorney, with Sam Denbow the only associate of Brandt's present. Denbow, who is now acknowledged leader of the independent production enterprises, has been the key figure in bringing the two sides together. Agreement between the Coast with Brandt at the weekend.

Johnston Hits

(Continued from page 1)

Johnson charging the film companies with a "total disregard for the safety and lives of his family, the people of the entire mining section with Russia." Willies had written that the motion picture studios, through their I.P.S.C.O. board chairman, and local mining propaganda medium, had not produced any films in opposition to Communism.


Moreover, Johnston said, Wilkes-unlike the typical Communist blast even though they fail even to mention Communism-films that simply mirror the strength and virtue of our democracy. Typical films of this type, he said, were Paramount's "Triumph," "Riding High" and "Dear Wife," RKO's "Our Very Own," "Wagonmaster" and "The Boy with the Green Hair," M-G-M's "Ibsen Voice on Our Hear," "Stars in My Crown," "Crisis," "Battle-ground" and "The Stratton Story." Twenty-Fox's "Djesse," "Sea Wolves in Ships" and "Cheaper by the Doz-


These are not abstract AAIA official de
crated, illustrate such things as the affirma
tive values in American family life, the American right to life, the American right to work according to your own dictates, the significance of the American jury system, the American right and readi
ness to sacrifice our personal rights to improve, and the importance of tole
rance. "Needless to say, it would be remiss not to mention the immuncable short subjects produced by our industry to point up the advantages we enjoy through our democratic political and economic system," Johnston wrote. As examples, he mentioned RKO's This Is America, Fox's International News, 20th-Fox's March of Time, the MPAA-Sponsored Power Behind the Nation, and the films of Disney's "Popeye," "Mickey Mouse," "Donald Duck," "The Firebelle," "Mickey Rooney and Friends." (Continued from page 1)

20th-Fox Decree

(Continued from page 1)

most of the week.

The decree negotiations were re
commenced following a meeting be
tween National Theatre president Charles P. Skouras and his legal ad
eriser and anti-trust chief Herbert A. Kellman. The 20th-Fox and Justice attorneys worked together the rest of the week on details of a settlement. They were planning to

up this morning when they left off Friday. Neither side in the negotiations are expected to do anything until after the principals have completed their work.

19,213 20th Bookings

(Continued from page 1)

cities, 422 in the U. S. and 26 in Canada. This, too, is a new company record for day-and-date showings on a single picture during a holiday season.

The campaign, which will run 17 weeks starting Sunday, is intended to create "the greatest period of prosperity in that company's history." Not only will it bring in new bookings, but the company's pictures-per-month release policy, but it also climaxes a year of re-tooling on the part of the studio. On the campaign's inauguration Smith announced the addition of "The Jackpot," starring James Cagney, "Murder in the Philippines," and "The 1000-Mile Move," and "In the Streets," which have been added to the company's distribution deals with Gamma Films. The company's distribution deal with Gamma is extended to include Spain, Switzerland, France, Italy and Austria, while the J. Arthur Rank Organization distributes in other fore

cign countries.

Seidelman reported that ELC in France expects to associate with an un

affiliated French company to turn over production for distribution. ELC's negotiations with Gamma for distribution were completed last week, Seidelman said. He added that the company is not considering pro
duction in France for an extended period of time, which she pointed out that ELC does not have the blocked currency problem of the American company since the currency is "transferred to a sister company and automatically converted into dollars." This agreement was made with The Rank Organization, which ends in 1951, Seidelman said. It cov

ers, however, only countries in which the Rank distributes. He also revealed that the Bank has notified the com

pany that it will not be able to renew that agreement.

$3,500 'Very Own' Record

Bostons, Aug. 28.—Samuel Gold

wyn's "Our Very Own" established a new all-time box-office record in its 11th week. The picture grossed crossing close to $3,500 in the 1,400-

seater, with Joan Evans making per

The 409-seat house was cleared by clearning the house after each show prevented us from hitting $4,000," Al Margolin, of the Astor staff, reported.

FOR RENT

60 square feet of space available

Sep. 1st at 723 7th Ave., N.Y.C.

Room 704 — Plaza 7-4558
An Experience In Realism

Nation-wide Preview
Theatre Tests Rate Picture Tops

That the public is high on "Union Station" has been proven by polls taken at theatre previews held in 31-key cities during July. Typical comments taken from thousands of preview cards turned in are:

"85 minutes of sheer, tingling suspense." —Washington, D. C. Patron

"Dynamic and full of thrilling action." —Pittsburgh, Pa. Patron

"Tense, gripping and superbly done." —Chicago, Ill. Patron

"Very exciting, suspenseful show." —Dallas, Texas Patron

"Exciting, wonderful entertainment." —New Haven, Conn. Patron

"Very good cast. A lot of suspense." —New York City Patron

Scores High With Trade Press

"... thriller ... and a terrific one!" —The Hollywood Reporter

"Chase and danger!" —Variety

"Gripping kidnap thriller!" —Film Bulletin

"Packs action ... excitement!" —Film Daily

"Action and suspense!" —Motion Picture Daily

"Pace and punch!" —Daily Variety

Millions have been thrilled by the story! It appeared as a highly touted Saturday Evening Post serial called, "Nightmare In Manhattan"
Mr. Billy Wilkerson of The Reporter looks at "We had a look at Mister 880 the other night and are happy to report it's GREAT-with no limitations on its patronage. Every type of Amusement-seeker will go for this and rave about it to their neighbors."

and look who's in it! BURT (Box-office!) LANCASTER

There's No Business Like 20th Century-Fox Business!
Publicists in Move to Stem Misinformation

Studio Unit Would Curb Damaging Press ‘Plants’

Hollywood, Aug. 29.—Safeguards for the industry and press against damaging misinformation disseminated by irresponsible representatives are sought by the Studio Publicity Directors Committee in an effort to improve the image of the motion picture industry.

SPDC today addressed a letter to Dore Schary, chairman of the MPIC public relations committee, proposing that he suggest to principal talent guards that each establish within its own organization a publicity relations committee empowered to deal directly with members to whom are attributed published utterances fashioned.

(Continued on page 4)

RKO Meeting on Movies Are Better

William W. Howard, assistant general manager of RKO Theatres, will reside at a two-day meeting with all RKO division managers from Coast-to-Coast, on Wednesday and Thursday, Sept. 6-7, at the home office in New York. Talks will bear heavily on the need for generating extra dollars for “Better-Than-Ever Movie” attractions this new season.

Attending from the field will be (Continued on page 5)

Fox Midwest Parley Tally for ‘Change’

KANSAS CITY, Aug. 29.—“Time for change.”

That is the keynote of the 21st Annual Showmanship Meeting of Fox Midwest Theatres which opened today at the Hotel Mischelbach and will continue through tomorrow. (Continued on page 2)

ECA Dollar Guarantee Plan Will Be Continued by U. S.

Canadian Theatres Benefit by Strike; Handle Own Prints

OTTAWA, Aug. 29.—The only direct effect of the nation-wide rail strike in Canada on the motion picture business is an increase in attendance since layoffs in plants is helping to boost attendance at theatres.

The industry set up a private distribution system of trucks, station wagons and passenger cars to insure the delivery of prints, with film de...

(Continued on page 4)

Rodgers Eliminates Intermountain Unit

William F. Rodgers, M-G-M sales vice-president, has dissolved the Intermountain distribution unit formerly handled by Fred Hober and distributed the branches in it between two other sales managers. Salt Lake City is one of the three branches in the area, reverts back to George A. Hickey, Western sales manager, who previously had it in his territory to Los Angeles, San Francisco, Portland and Seattle. He will continue to make his offices at Los Angeles.

Kansas City and Denver will be (Continued on page 5)

British Business Up As Showmanship Drive Starts

By PETER BURNUP

LONDON, Aug. 29.—With many indications of business improvement already at hand, Britain’s film industry is rapidly swaying into action on its “Bigger Business” campaign.

Pattened upon 20th Century-Fox’s showmanship drive in the United States, the industry here contemplates sustaining the permanent institution of a planning committee which, under the chairmanship of David E. Griffiths, has designed and will run the campaign.

Two paid jobs will be created, one concerned with administration, the other with publicity and general activities.

Once the campaign has attained its own momentum the planning commit...
Motion Picture Daily

Wednesday, August 30, 1950

Columbus Theatres Raise Admissions

Columbus, O., Aug. 29.—The majority of local neighborhood houses will advance admission prices by $0.30 per show. Present admission at most houses is 45 cents. Children's admission, generally 29 cents, will not be advanced.

Coast Production Is Firm; 24 in Work

Hollywood, Aug. 29.—The production tally gained two points this week, resuming last week's total of 24. Six pictures were started, while four were completed.

House Passes Bills On Sound Film, Tape

Washington, Aug. 29.—The House has passed and sent to the Senate two bills designed to pave the way for film companies to use magnetic sound film or tape on features, shorts and newsreel shots shot for television.

Judge 'Bill' Powers, Former 20th Counsel

Patterson, N. Y., Aug. 29.—New York Supreme Court Justice William T. Glissant, of Newburgh, N. Y., who was joined to the bench in 1946, died here yesterday of a heart attack while on vacation. He was 53 years old and was top counsel for 20th Century-Fox here more than a decade ago.

Allport Sailing

London, Aug. 29.—Due to the currentvisit of Eric Johnston, Motion Picture Association of America president, his Spokane, Wash., name, F. W. Allport, MPAA's London representative, will leave here for New York on the S. S. Queen Elizabeth Thursday, instead of by plane as originally planned. Allport will take with him tentative proposals for implementation of the new Anglo-U. S. film remittance agreement.

Personal Mention

JOCK LAWRENCE, Samuel Goldwyn Productions vice-president, and Herb Greenberg of Foote, Cone and Belding, left late yesterday for Chicago on route to Hollywood.

Percy Sobel, of the M-G-M sales legal departments, is back in New York from Brussels where he served as AUA delegate to the International Games.

Olin H. Clark, Eastern M-G-M story head, has returned from a week's vacation at Middlebury, Vt.

E. S. Gregg, vice-president of Westrex Corp., left here yesterday for Denver on route to the Coast.

Earl Wright, Columbia New Haven salesman, and Mrs. Wright, have become grandparents with the birth of a daughter to their daughter-in-law, Mrs. Thomas Police, of Baltimore.

Arthur Hornblow, Jr., M-G-M producer, has returned here from Bucks County, Pa., and will proceed to the Coast in a few days.

Argentina Advances as U. S. Competitor

WASHINGTON, Aug. 29.—A French Argentina film agreement is imminent, and an Italian-American pact is also under consideration, according to the Fierce Defense. M-G-M film chief Nathan D. Golden said that indications are that eight Argentine films would be exchanged with France, and that it is also hoped the French would relieve present raw stock shortages in Argentina.

The U. S. Film czar, who is occupied with the success of the Argentine-Spanish accord. Since the conclusion of that agreement in 1948, Argentine producers have sent 20 films to Spain, of which 25 have already been exhibited.

The potential competitor of U. S. films in the Argentine is Eastern Germany. One film produced there this year had maintained to one of the largest theaters in Argentina, and it is reported that at least three other films made in the Eastern part of that country have already been imported and are awaiting release.

Wald and Krasna in 'Big Story' Deal

Motion pictures, radio and television will be united in one screen material deal, concluded between film producers Samuel Goldwyn and Norman J. Lehrman and Bernard J. Proctor, producer of the NBC radio and TV newspaper documentary, "The Big Story.

The Goldwyn-Lehrman-PT recently set up an independent producing deal at RKO, will receive first call on "Big Story" properties, of which more than 400 are already available. One of the "Big Story" broadcasts was converted by 20th-Fox into the film, "Northside 777."

The Wald-Krasna "Big Story" films are planned as annual RKO productions.

Arthur M. Good to Aid Kramer at RKO

Arthur M. Good has been appointed assistant to Sidney Kramer, RKO Radio short subjects sales manager. Good joined RKO in 1947 as assistant to head of the Production and development of 16 mm. films.

FCC TV Color Job FurtherComplicated

WASHINGTON, Aug. 29.—The Federal Communications Commission's job of making a color television decision was further complicated today by a change in the FCC that it had developed a "wholly new and unique color system." The Commission's proceedings be reopened if color panel would demonstrate the new method.

CTI, CBS and RCA are the three main ingrediants in the proceedings so far. The Commission closed the proceedings some time ago, and hoped it would issue a decision in the next few weeks. Recently, it refused a request by General Electric to cease the proceedings, but might concretely take a different line with CTI.

CTI told the Commission its new technique is not compatible with any color system previously developed. It said the image was as clear as black and white, and that the method was "compatible" and could be received in black and white on current sets, and that present sets could be converted to the new color system by adding a "small, inexpensive unit."

Pete Smith Short for Institutional Series

"Wrong Way Butch," a Pete Smith short on industrial safety, has been accepted for broadcast and public viewing in the public service affairs which the Motion Picture Association of America has been doing.

Produced by M-G-M, the film was made with the cooperation of the U. S. Department of Labor in a campaign to reduce the high toll of industrial accidents. For the film's contribution to national accident prevention, Smith received a recent very high governmental citation. The picture, which will be released this weekend, will be made available to the radio networks as well as to theatres which regularly play "Pete Smith Specialties.

'Black Rose' Archery Trip

A gold plaque will be presented by 20th Century-Fox to the winner of a special event held in honor of "The Black Rose" at the annual archery tournament sponsored by the National Archery Association to be held at Corona, N. Y., Labor Day.

Newsreel Parade

THE Hospital Ship disaster news from the Korean front are among the highlights of the other items include sports and fashions. Complete content follows:


Paramount News, No. 3—Hospital ship sunk off San Francisco. Colombia, Medallions. Little League baseball.

M-G-M, No. 25—San Francisco. Hospital ship disaster. Korea battle report. Rail strike, Flying cars published 11 times a year as a section of Motion Picture Herald and American Almanac. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.
IF YOU WANT GOOD NEWS PHONE YOUR MGM EXCHANGE!

"As predicted Judy Garland co-starred with Gene Kelly is welcomed with record business. MGM's Technicolor Musical 'SUMMER STOCK' is sensational in its Los Angeles Premiere!"

"And still another BIG MGM Technicolor Musical 'TOAST OF NEW ORLEANS' wins audience acclaim! Its theatre Previews East and West rate it with 'Annie Get Your Gun', 'Three Little Words', 'Duchess Of Idaho' for box-office honors!"

"And more MGM hits! 'A LIFE OF HER OWN' tops 'Annie Get Your Gun' in first date, Winston-Salem, N.C. It's Lana Turner's first picture in 2 years. Ray Milland co-stars."

FOR A CHEERFUL EARFUL—MGM!
U.S. COMPANIES WILL GET ABOUT $3-MILLIONS FROM PHILIPPINES

WASHINGTON, Aug. 29. — Remittance by U. S. distributors in the Philippines now would amount to between $3,500,000 and $4,000,000 in 1950, the U. S. Commerce Department announced today.

However, a recent government control regulation limits remittances to $75 per cent of prints they will get between $2,620,000 and $3,000,000 this year.

The report, by Commerce film specialist变压, says U. S. films account for approximately 92 per cent of all films imported and between 70 per cent and 75 per cent of all features exhibited in the Philippines.

Box-office receipts, falling at the rate of about 15 per cent a year since the immediate post-war years, provide a tough market, with a major factor being the increased activity of the “Hick” insurgent forces. In many areas, their activities have forced producers to discontinue their agreements with theatre-goers of their own volition started staying off streets after dark.

Another result of the insurgent activity is tougher censorship, the report says. Due to difficulties in maintaining law and order, the Philippine government, according to压迫, is screening much more closely those films “which emphasize crime and lawlessness” and several U. S. features have felt this new policy recently.

Small Towner Taker

(Continued from page 1)

basis but that there still are numerous complaints of unfairness because the rentals are based either on grosses turned in by various pictures on their first year in grosses reported in prosperous periods.

An Iowa-Nebraska statement said that firms have taken advantage of a partly-annual review of exhibitors in the best interests of the stockholders of the various film companies shown that the companies combine and to keep some theatres in operation should immediately recognize that the exhibitor is entitled to a profit or whatever combination with the growing possibilities of the theatres.

“Entitled to $30”

“In the 1-A towns — those grossing similar pictures for the same rental, there should have as a profit the same amount of money as the theatre pays gamma.”

“No sale-thinking distributor can truthfully claim that an exhibitor is not justified entitled to $30 profit to feed and clothe his family if he grosses only $60 above overhead and pays a $30 film rental.

“This holds true on various levels of grossing in this 1-A theatre classification and other problem houses.”

Publicists in Move

(Continued from page 1)

toward their own individual interests at the expense of fellow members of their profession.

It is understood the undertaking is a result of a mounting of instances in which stars, producers, directors and writers employing freelance publicists have been quoted in print or on the air either falsely or in unfoundedly critical denunciation of their own craft or the industry in general.

The SPDC will give consideration to its next regular meeting to a request from the publishers of “Who’s Who in America” for assistance in bringing up to date its publication coverage of Hollywood area personnel in film and allied activities. Associate publisher Wheeler Sammons, Jr., in making the request, pointed out that the publication’s listing of executives, producers and directors is below normal expectancy, which he attributed to the fact that the association that will cooperate is a matter to be decided at the next meeting, but the indications are that festivities regularly available to all established publishers will be furnished.

Australia's Major Circuits Launch Box-Office Drives

By FRANK O'CONNELL

Sydney, Aug. 25 (By Airmail).—Australia’s two major circuits, Hoyts and Greater Union, are conducting drives to increase box office returns. The plea is being put over by the personal visits and pudding-up box office receipts is by Mr. B. K. Kedge, managing director. Greater Union, who is now in the Philippines on a novel incentive plan for his company.

Designed to stimulate business, the new scheme was drawn from the usual quota drive. Each manager, under the new scheme, will go into competition with himself. He will try to beat his own box office gross for any given day or period, with prizes to the winners.

Hoyt's Southern division, centered in Melbourne, is conducting a “Movies Are Better Than Ever” campaign. It represents a whole campaign wherein the company cannot get together to combine on public relations talks, Hoyts is therefore going ahead on its own scheme. Plans are still in the formative stage.

UA Decision Reserved

New York Supreme Court Justice Samuel Dickstein has reserved his decision on the Warner Brothers motion to vacate the warrant of attachment obtained by Vanguard Pictures in connection with the latter’s suit to collect $46,000. That sum is allegedly due from the foreign and U. S. distributors. The court has set a 1947 agreement, or modification of two previous agreements made in 1941 and 1945 of UA’s motion the claimed contracts in question were not subject to the action.

ECA Guarantee Plan

(Continued from page 1)

other year. The program has been expanded.

Another ECA advisory committee, to screen films for ECA, is now being formed. Meanwhile, ECA officials themselves are screening many films for foreign markets. ECA announced a week ago it was distributing $70,000 worth of gift certificates to 250 exhibitors.

One complicating factor for both the 1950 and 1951 programs is that the German government is now using a Sept. 1 to Aug. 31 year as the basis of issuing its import licenses, while the ECA program works on a Jan. 1 to Dec. 31 year. ECA officials are currently attempting to solve this problem.

59 Rank Films for TV

DETROIT, Aug. 29.—WJBK-TV has purchased two blocks of 59 films from Film Equities to be shown over television. Films included in the 29 are those of J. Arthur Rank British productions, made during 1946 and 1947.

LOUIS M. HERSH


2614-16, MOTION PICTURE DAILY, Rochesterer Center, N. Y. 20

Telephone, BILRary 9-2657

Wednesday, August 30, 1950

Motion Picture Daily

Set Changes In U.K. Child Actor Laws; Proposes Licenses

LONDON, Aug. 25.—A government committee following months of debate recommended changes in the regulations governing employ- ment of child actors which would eliminate the need for a special permit for any child under 12.

The committee of experts stated that children should be licensed for specific parts; that licenses should be issued by one central authority; and that children should be divided into four specific age groups up to 16 years, with special provisions in each group; that child actors should not work more than five days a week; that fully qualified teachers be employed by studios to maintain a child’s education, and that certificates of health should be issued.

The report states: “We realize that the implication of our recommendation is that it is highly unlikely that a child will be able to take a leading part in more than one film in a year. This is exactly the balance which we wish to strike: that it is more or less impossible to build up as a star a person who appears in only one film a year. We think our recommendations will be one means towards keeping the excess of misguided publicity within bounds.”

The committee’s proposals will require an Act of Parliament. The legislation probably will be introduced during the autumn session.

WB Opens New House

LYNCHBURG, Va., Aug. 29.—Warner has opened its newest theatre, the Warnin in Lynchburg. Formerly the Teton, the completely renovated 1,000-seat theatre presented “Pretty Baby” and “Krammer and Tannen.”

Harry M. Major Albert and Jack L. Warner once were residents of Lynchburg.

Benefit by Strike

(Continued from page 1)

Every vans following the main routes from the principal distributing offices. As part of the system, theatre owners or managers are required to deliver and pick up the film cans, regional points having been designated along main routes where the films are handled for re-shipment to the next theatre. This plan was worked out by the Canadian Motion Picture Distributors’ Association and the Motion Picture Theatres Associations.

FOR A BETTER VACATION!

It’s the CAMPUS, of course.

NEW DELUXE CABINS and COTTAGES

All On THE LAKE

A MEAL... GOLF... TENNIS...

NATURAL FISHING... GAMES... MOVIES... COMPLETE FACILITIES FOR NEW CAMPUS PLAYHOUSE.

-Rates—

$9.00 Daily...$65.00 Per Week

SPECIAL (per Discount to Filmmakers Registry at

WRITE, PHONE or WIRE RESERVATIONS

THE CAMPUS, Bushkill, Pa.

IN THE POCONOS.”

The News Car, Inc.
Reviews

“Madeleine”
(Rank-Universal-International)

ANN TODD, suffering the outrages of a faithless lover and a dominating father, bears a heavy burden of woes in this J. Arthur Rank importation. The picture moves with a somber British pace and unfolds in somber overtones. By virtue of its theme, it very likely will have a special appeal to the distaff side.

Ivan Desny portrays the fair-weather lover to Miss Todd. It is his primary aim to better his social position by marrying Miss Todd. She of course becomes very disturbed upon learning this and demands the return of her love letters. At this point Desny bares his true colors by threatening to hand these letters over to Miss Todd’s stern father unless she goes through with the marriage on his self-seeking terms. In the meantime the dilemma is heightened by the fact that the father has directed Miss Todd to show some attentions to Norman Wooland, an eligible young bachelor.

The screenplay, by Nicholas Philips and Stanley Haynes, takes a curious turn. Some weeks later Desny dies of arsenic poisoning and Miss Todid is put on trial for the murder. Incriminating evidence is marshaled against Miss Todd, but finally a verdict of “not proven” is brought in, a verdict that could be reached only in Scotland, the locale of the film.

A David Lean production for Cineguild, it was produced by Stanley Haynes and directed by Lean. Running time, 101 minutes. Adult audience classification. For September release.

Mandel Herbert

“Second Chance”
(Protestant Film Commission)

Made primarily for showings to church groups, “Second Chance,” a Protestant Film Commission feature, conforms in all important respects to the entertainment requirements of the conventional theatre. With Ruth Warrick, John Hubbard and Hugh Beaumont heading the cast and William Beaudine directing, producer Paul F. Heald fashioned a clean, interesting and meaningful picture that rates more than favorably with most commercial product in the same budget category.

The screenplay, by Robert Preedell, presents Miss Warrick and Hubbard as a young couple who marry in the average way, live average lives, rear two sons, and review at age 50 what has happened to them spiritually and socially, meanwhile. The incidents in their lives are counterparts of those experienced by most people—salary raises, promotions, loss of a son in war, discharge of social and economic obligations—and the effect of these is much as it is in typical cases, a drifting away from their church and a diminution of the importance they give to their religion. At 50 they take the error of this and resolve to rectify it. This decision is presented without melodramatics, as are the other steps in the story, and is the unexpectedly logical consequence of the events which have preceded it.

The point of the story is simply that people should hold fast to their religion. The Christian religion is the one dealt with, but no denomination is named.

Running time, 72 minutes. General audience classification. Release date, not set.

Reviewed by

‘Movies Are Better’
(Continued from page 1)


The home office contingent will include besides Howard, Sol A. Schwartz, executive vice-president and general manager of RKO Theatres, Tom O’Connor, Harry Mandel, Matty Peltier, Bob Sherman, David Canavan, Major L. E. Thompson, Lee Koken, John Redmond, J. Verdasian, Dan Friendly and James Roth.

Neil E. Depinet, president of RKO, will address the gathering at a luncheon to be held at the Waldorf Astoria on Sept. 6.

Rodgers Eliminates
(Continued from page 1)

now included in the Southwestern area supervised by John S. Allen, who also has Dallas, Phoenix, Shreveport and St. Louis, with headquarters at Dallas.

Memphis, previously handled by Allen, has been transferred to the Southern territory of Rudolph Berger, who additionally has Atlanta, Charlotte, Jacksonville, New Orleans and Washington, making his headquarters in the latter city.

Pathe Strike
(Continued from page 1)

nolone indicated the company was willing to comply with union demands for a flat $3 across-the-board pay hike for the ‘collieries,’ retroactive to Sept. 1, 1949. The issue of retroactivity was the cause of the recent breakdown of negotiations. Retroactive pay checks, totaling between $6,000 and $7,000, will be distributed shortly to the 40 workers, Miss said. Expiration date of the new pact is Aug. 31, 1951.

Meanwhile, the local’s bargaining committee has resumed negotiations with Universal-International where the main point of contention also has been retroactivity. A seven per cent general pay increase is being sought for over 250 U-I ‘collieries.’

RKO, Reade Split
(Continued from page 1)

severing the partnership or the court will direct the appointment of a trustee to supervise the dissolution.

RKO and Reade have been at odds over a variety of operating matters for four years and there seems little chance of their getting together on a deal at this point. Following entry of the dissolution order Reade probably will take an appeal from Judge Jayne’s ruling for RKO.

We’re delighted with SEVENTEEN’s Picture of the Month award... and with the Movie Review in September: “A great story made into a great movie... the acting is superb... our hats are off to everyone connected with the making of this giant-among-movies for its sincerity, its courage and humanity.”
Guardian of her most important "bath"...

COSTLY shots like this might be so much spoiled footage... save for the vigilance and knowledge of the laboratory man.

He makes sure that the dailies take their all-important bath... inspecting, testing, keeping constant check as the exposed footage runs through the developing, fixing, and washing tanks and driers.

To his skill and watchfulness... as film representing "box-office gold" literally slips through his careful fingers... motion pictures owe much of their well-earned reputation for technical excellence.

This skill is more effective... the burden of constant vigilance lessened... when he works with dependable film of superior quality. That's why he always welcomes the family of Eastman motion picture films.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD
Says Critics' Choice Tops In Money, Too

Mankiewicz In Answer to Mass Entertainment Bid

The top grossing films of the past five years were those which not only appealed to the general public but also earned critical acclaim. Joseph Mankiewicz, 20th Century-Fox producer-director, wrote, said here yesterday in answer to ex-librarians that some producers are slanting their product for the "intelligentsia."

The most recent plea for "mass entertainment" instead of weighty themes in motion pictures was made by Harry C. Arthur, president of Panchon & Marco, however. Mankiewicz, who arrived in New York from Europe late last week, said he had not heard of Arthur's argument before the

Report Bond Leaving Warner Buying Post

Clayton E. Bond, chief film buyer for Warner Brothers Theatres for the past 20 years, has relinquished that post as a result of increasing shifts in buying responsibility from the home office to the field, it was reported in trade circles here yesterday.

Bond's industry career began in 1912 when he joined Majestic Film Co. as a booker. Various subsequent

Video Color Decision Is Due Tomorrow

Washington, Aug. 30.—Federal Communications Commission officials indicated today they still hope to issue their color television decision in the very near future—possibly on Friday, despite the last-minute claim of Color Television, Inc., of a new and so-called superior system. FCC officials said the Commission has no intention of holding up the decision, and would probably deal with CTI's request for reopening of the proceedings in the decision itself.

There Are Lots of Good Movies: Loew's

Loew's Theatres in New York yesterday launched a "saturation" radio and newspaper campaign to put the entire metropolitan area "the Wonderful New Movie Season" just beginning. "The campaign levels on a lineup of exceptional attractions for the next four weeks," said Ernest Emerling, Loew's advertising director.

As a general industry "plug," Loew's will use the slogan: "There Are Lots of Good Movies," to be shouted over the air some 100 times a day, and appear in all newspaper ads, posters, etc.

Midwest Stresses 'Better-Than-Ever'

KANSAS CITY, Aug. 30.—Fox Midwest district and theatre managers at a meeting here today were the details of a campaign program to increase business at the circuit's many box-offices.

Emphasized was a "Full Film Festival of Better-Than-Ever Movies," with all urgency to exert initiative and thought on picture promotion. There was a suggestion to expand further the development of clubs for boys and girls. Practically every Fox Midwest location has one.

Several local clubs were shown in a general meeting as well as in the district meetings to be of great worth in providing wholesome

At Least 300-400 Houses
In 'Eve' Plan: Einfield

Lift 'No Way Out' Ban in Chicago

Chicago, Aug. 30.—Capt Harry Fulmer of the censor division of the Chicago Police Department announced today that showing of 20th Century-Fox's "No Way Out" would be permitted in this city with a small portion of the film deleted.

Last week, Captain Fulmer recommended that the film, which attempts to portray prejudices encountered by a Negro doctor, be banned in Chicago. He asserted that its showing in Chicago "might result in serious trouble." Police Commissioner John C. Pren

Coyne Sought for COMPO Post of Assistant to Mayer

Robert W. Coyne, presently associated with Gamble Enterprises in New York, is being sought for the post of assistant to Arthur Mayer, executive vice-president of COMPO, the Council of Motion Picture Organizations.

COMPO administrative executives are said to favor Coyne over other eligible prospects for the post but his formal appointment awaits the outcome of a poll of COMPO executive board members now in progress. The post is the second highest salaried one in COMPO, Mayer's $25,000 being first.

Several weeks ago Paul Lazarus, Jr., was offered the post on his resignation as top sales executive of United Artists but declined, to accept his present position as studio liaison here for Columbia Pictures.

Coyne was executive director of

Impellitteri Renew N.Y. Bid for Filming

New York City will continue to welcome and to facilitate motion picture production and location shooting. Acting Mayor Vincent Impellitteri told a preview audience at a showing of Universal's "The Sleeping City" at the Park Avenue Theatre here last night that the picture was made entirely in this city.

Impellitteri pointed out that the

Availability Dates Delayed, Allied Charges

Get Only 3 Days Notice In Some Cases: Snaper

The complaint that local exchanges are not making known dates for availability of prints sufficiently in advance was made here yesterday by Warner Snaper, president of New Jersey Allied. He charged that branches are notifying exhibitors of availability in many cases only three days in advance, whereas three weeks is preferable.

Snaper also charged that film salesmen are much too infrequent in their visits to exhibitors and said as a means of simplifying the procedure that he will campaign for the licensing of films in groups with a cancellation privilege of 20 per cent.

These were among the subjects taken up at a meeting of the Allied unit

List $9-Millions in Nasser Liabilities

HOLLYWOOD, Aug. 30.—Assets of $67,280, and liabilities of $9,249,778 were listed by the four Nasser Brothers, independent producers and studio operators, in their petition in bankruptcy, hearing on which has been set for Sept. 5 in U. S. District Court, Los Angeles.

The business concerns of the four—

Critics, Too, Must See 'Eve' from Start

The policy of "scheduled performances" set for exhibition of "All About Eve" by 20th Century-Fox will be applied also to special screenings at the home office for invited guests.

Trade press reviewers were warned yesterday to be on time for the screening scheduled for Wednesday. No one will be seated after the picture started. "All About Eve" is slated to open at the Roxy here in October on the "scheduled performances" policy.
**Personal Mention**

KENNETH CLARK, Motion Picture Association of America press relations director, was in New York yesterday from Washington.

CLARENCE TAYLOR, assistant to the president to the Kentucky Association of Theatre Owners, has returned to Louisville from two weeks' study and travel as a member of the National Guard.

JOSEPH A. ADROSO, Connecticut State Treasurer and son of SAL ADROSO, Sr., owner of the Palace, Middletown, Conn., will be honored by the Hartford American Republican League of Hartford County at a dinner in October.

SAM SHAPIRO, 20th-Century-Fox exhibitor relations director, is attending the West Virginia Theatre Managers Association annual convention at White Sulphur Springs, W. Va.

LOU J. KAUFMAN, Warner Theatres executive, is due to return here from Pittsburgh at the weekend.

GROSZ HUDAK, manager of E. M. Loew's Theatre, is back in Hartford from Mont. . . .

MRS. CLYDE MARSHALL, co-owner of the Columbia Theatre, Columbus, Ky., has been a Louisville visitor.

**Explosion Burns Cause Longo Death**

**Fames Destroy Film In Schaeffer Depot**

**New Crosby-Boyd Film**

**Coming Events**


Sept. 5—7—nationally sponsored all-industry union conference, New York City.

Sept. 6 — COMO Committee on organization meeting, New York.

Sept. 14—16 — Eagle Lion Classics regional sales convention, Chicago.

Sept. 19—21 — Independent Theatres Owners of Ohio annual convention, Netherland Plaza Hotel, Cincinnati, Ohio.

Sept. 25—26 — Allied Theatres of Michigan annual convention, Motor Hotel, Detroit.


Sept. 26—28 — United Paramount Theatres meeting of home office executives, circuit partners and bookers, Los Angeles.

Sept. 27—28 — Cinema Stamps Collectors meeting, Hotel Astor, New York.

**Nominees Named for NTFC; Vote Sept. 27**

Nominees for officers of the National Television Film Council were announced yesterday at a meeting of that unit.

Nominated for president were A. ROGERJAEGER and John REED for vice president, Paul White, Jaeger, John Mitchell, Ed Carroll and Helen BUCK for Treasure; James Kopecky, W. V. Black, treasurer; George Chid, Blad and Ed Evans. Some 21 others were named to fill the 11 board positions. Elections will be held on Sept. 27.

**Sammis Fettes Miss Roka**

Hollywood, Aug. 30—On his first visit to Hollywood since the Photoplay Magazine ‘Gold Medal Awards’ dinner last February, Fred R. SAMMIS, former president of Motion Picture News, yesterday had cocktails with Miss Roka, the Miss America of 1931, who today gave a cocktail party to Lyle Rooks, new Hollywood editor of Radio Times, and who is one of the various studios attended the welcome for Miss Roka at the Bel Air Hotel.
WARNER BROS.

'Three Secrets'

SOON!

FIRST EAST... ATLANTIC CITY SEPTEMBER 1
THEN WEST... SAN FRANCISCO SEPTEMBER 20
THEN COUNTRY-WIDE!
Availability

(Continued from page 1)

in Newark on Tuesday. The group will hold another session late in September to make specific recommenda-

Snaper reported yesterday that he advised the membership that payments to the Council of Motion Picture Or-
ganizations could be made in a lump sum in behalf of the Allied unit. He did not recommend this, he added, but merely pointed it out as a possibility. The indication was that the standard method of voluntary payments at the rate of one-tenth of one per cent of film rentals would be adopted.

The recent suggestion for advanced admission prices made by Allied States board chairman Alean Myers had drawn agreement from Snaper, who said that many theatremen had failed to keep step with the general rise in prices.

‘No Way Out’ Ban

(Continued from page 1)

— FREDYERGAST

dergast upheld Captain Fulcher’s ac-
tion.

As a result of protests by national groups, Mayor Martin H. Kennedy, at the suggestion of Commissioner Prendergast, appointed a special com-
mittee of two Negro men, one Negro
woman and three white men to view the film last night. They recommended that it be shown with certain deli-
cions.

Coyné Sought

(Continued from page 1)

Theatre Owners of America for four years before joining Gamble Enter-
prises, which is headed by Ted R. Gamble. During the war he was na-
tional field director for the War Finance Division of the U. S. Treas-
ury, and was in government service prior to that.

Freydberg Quits WNEW

Nicholas Freydberg has resigned as New York Station WNEW’s sales promotion-advertising director.

Mankiewicz on Product

(Continued from page 1)

matter was brought up by re-
porters at a Stork Club lunch-
eon arranged by 20th-Fox yester-
day.

Mankiewicz said that many “cliche concepts” about Hollywood production are being broken down, including the often quoted “12-year-old audience” type of picture. He said actually there “was a time when 12-year-olds were making pictures for adults.”

Of the 20th-Fox plan to set specific performances for “All About Eve,” Mankiewicz said the general idea is a good one for the reason that it insures that the film will not be seen from the middle, a situation which has led some film-makers to “over-motivation” in plot material. This is a problem pecu-
lar to the producer, he said, point-
ing out that every other art form—stage play, book, etc.—is viewed by its audience invariably from the first scene or page.

He added that he is convinced that the “start-of-show” plan will contribute much in the way of elimi-
nating the dull areas where “they are an evil.” He added that first class theatres require doubles to survive.

Regarding his trip to Europe, Man-
kiewicz said he felt himself the dubbing of U. S. films for the Continental markets does much to destroy their quality. He said that largely lip movements are followed, but there is no direction of the readings and the result is that the product emerges so that the U. S. films are not really theatricals require doubles to survive.

It was noted that the 20th-Fox has taken steps to reme-
dy the situation.

ANSWER TO YOUR TECHNICAL PROBLEMS . . .

The Altec Service Man and the organization behind him

The Altec Service Man

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

James, George, Henry and Theodore listed separately, show assets of $4,075,209 and liabilities of $2,410,775.

The petition breaks down the position of each of the brothers as follows: $2,164,531, liabilities $2,506,784. George: assets $173,427, liabilities $2,212,203. Henry: assets $184,480; liabilities, $2,210,585. Theo-
dore: assets $796,272; liabilities $319,833.

Midwest Stresses

(Continued from page 1)

some activities for boys and girls, are in cultivating them as theatregoers. It was this service for children elicits many letters of appreciation from clergy, schoolmen, parents, and others.

See Lawler laid out full campaign plans in the general session, showing material prepared to back up exploita-
tion of the many outstanding pictures described by Ralph Adams as in pro-
pect from the several producers.

Midwest circuit head Elmer C. Rhoden closed the session with en-
couragement to expect fine product and called for intensive effort to take advan-
tage of these prospects for building touting.

The meeting ended with an inviting this afternoon, including a golf tournament at St. Andrew’s Club and sports and dinner at the St. Anne Lane Farm.

Eight More Picture

Given Legion Ratings

Of eight new films reviewed by the National Legion of Decency, there were rated A-I, three A-II, and two B.


B: “Dare City,” Paramount, and “A Life of Her Own,” M-G-M.

Austrian Talent Idli

Are on the Increase

Of 2,300 actors, entertainers and dancers in Austria, 1,000 are unem-
ployed today, according to Dr. Charles R. Joy, foreign relief expert now in Europe on a CARE assignment. He said this word back to CARE head quarters here.

The situation of these unemployed actors was described as “now is worse than it was just after the war. Then there were a great many soldiers in the country seeking amusement. Now, most of these soldiers have gone, but the Austrian people must spend whatever money they have for food and clothing. Dr. Joy has asked persons in the film and other amusement industries in the U. S. to send CARE packages.

Ohio Bans WB’s ‘Kiss’

COLUMBUS, 0., Aug. 30.—Warner Brothers’ “Kiss Tomorrow Goodbye,” starring James Cagney, has been rel-
sued for the board’s approval in Ohio by Dr. Clyde H. Hanson, state director of education and chief Ohio censor, who de-
nied to give reasons for the ban, pr

aising that any statement about the action be made by the producers.
**N.Y. Businessmen Plan a Mardi Gras**

Theatres as well as other businesses are expected to enjoy increased revenue under the plans of a businessmen's group for a "Pan-American" theme for the event has been set.

The group, one of whose leaders is H. B. Cantor, president of Governor Clinton Hotel, has been sent a letter to the City for cooperation in making arrangements for such an event. The City Department of Commerce has been named to have the request under consideration. Celebration of the "week" would include a Mardi Gras patterned after the one which New Orleans presents annually, according to present plans.

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**Anasco to Build New Plant in New Jersey**

*Binghamton, N.Y., Aug. 30—*Anasco has announced plans for a new combination district office, processing laboratory and warehouse in Union Township, N.J., it which says it will provide facilities for more rapid service for Anasco motion picture customers in the Metropolitan New York and Eastern Pennsylvania territory.

When the building is completed, facilities there will replace Anasco's present laboratory installations in New York City and Binghamton.

**Buying Ad to Promote Competitor's Film**

*Sioux Falls, S.D., Aug. 30—*The spirit of competition got crossed wires here when Harold Boyd-Hanson, eastern sales manager for Superfilm Distributing Corp., has decided to run a new advertisement urging patrons to see Paramount's "Sunset Boulevard" at the Sioux Falls State.

**Castle Sets Ad Campaign**

Castle Films will launch what it describes as "the most extensive advertising and promotional campaign in the company's history," it was announced recently by James M. Fraeney, president of the related United World Films. The Monroe Greenich Co. is the advertising agency for this campaign on behalf of Universal International Pictures Co.

**Levenstein Resigns**

Frederick K. Levenstein has resigned as secretary-treasurer of Superfilm Distributing Corp. Levenstein, who had been in charge of distribution for Superfilm as well as secretary-treasurer of Superincorp., which until recently operated the Golden Theatre, has left.

**Monogram Names Grey**

Hollywood, Aug. 30—*Peter Grey has been named theater manager in Los Angeles for the Monogram franchise branch headed by Howard Stubbins.

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**Reviews**

**"Lonely Heart Bandits"** *(Republic)*

The unsavory activities of racketeers who prey on lonely hearts is the basic theme of this Republic melodrama. The picture has been made in a solid production style. Action is well-sustained, although the story development is along obvious lines.

Dorothy Patrick and John Eldredge have the leads as a couple who team up matrimonially in order to better outlook gratifying of their savings. The screenplay, by Gene Lewis, progresses as a series of made-seekings people are fleeced of their savings through the cunning maneuvers of the couple.

Finally, the pair decide to put their clutches on the savings of a prosperous, sincere couple, Ann Doran. This proves their Waterloo. Of course, Miss Doran is taken in by the polished charm of Eldredge and presently she consents to marry him. But the sleuthing efforts of a friend of Miss Doran finally brings to light the unsavory affairs of Eldredge and Miss Patrick. There follows the efforts of the police to catch the elusive couple, which involves some wild chases. A fake gun battle brings death to the erstwhile couple and a return to Hole Patrick. Stephen Auer was associate producer and George Blair directed.

Running time, 60 minutes. General audience classification. Release date, Aug. 29.

*Mandel, Herbstman*

**"The Return of Jesse James"** *(Lippert)*

Hollywood, Aug. 30—The MAGIC NAME of Jesse James is once more exploited by Lippert Productions with the added marquee significance of John Ireland, Henry H. Standing, Miss Doroty (Miss Dorak) and Reed Hadley as the principals. Not exactly a sequel to the successful "I Shot Jesse James," the picture has a similar setting and takes place not too much later.

Ireland, who played Bob Ford in the earlier picture, portrays a young fellow named Ben Hard, the Vandal and direction of Hank Youngker, played by Hull, impersonates the part of Jesse James in a similar and similarly sated canto of bank-robberies. There is more story in this second picture, so the film gets a bigger box-office roll. Also, there is more substance to the story, but the story is none the less a translation of the two films must await the box-office verdict. "I Shot Jesse James" played to the tune.

The script by Jack Nettendorf, a story by producer, Carl K. Hittelman, spins along rapidly to the point where Ireland, successfully masquerading as Jesse James, impersonates the late Jesse. This in itself is a headline facce that Hadley, as Frank James, feels it necessary to come out of his retirement in Tennessee to put a stop to the masquerade. Hull, as Younger, agrees to call off the pretense, but Ireland, spurred on by Miss Dorak, Younger's daughter, persists, and Ireland plots the murder and leads himself against a bank in Westfield, Minn., where the original Jesse failed in a like effort. But Frank James has alerted the town to the approaching robbery and all but Ireland and Hull are shot. They kill each other, subsequently, Ireland first killing Miss Dorak also.

Production by Hittelman is on the large scale, and direction by Arthur H. Bell is at its best when action is at its peak.


**Leo Cohen to Make Several in France**

Leo Cohen, foreign film distributor here, has re-established offices in France where he is currently co-produces with Claude Autant-Lara, director, upon a story by Louis Goldbeck, and starring Henri Gisard and Jacqueline Gauthier. Gomez is also co-producer. The film is described as "one of several top-budget films to be produced in France this year by Cohen."

**Bostwick Heads Variety Club**

MEMPHIS, Aug. 30—Robert L. Bostwick, manager of the National Theatre Supply branch here, has been named chief datapicker of the local MIS Variety Club by the board of directors to succeed Ed Williamson, who has been transferred by Warner Brothers to Dallas.

**Tramp’ First-Run Trio**

DURHAM, Aug. 30—*"Saddle Tramp" world premiere in Denver inaugurred a new first-run combination at the Tabor, Aladdin and Webster Theatres. Producer Leonard Golds- tia headed the troops from Holly- wood that included "Saddle Tramp" by Joel McCrea, accompanied by Ann Blyth and Carol Varga.

**3 Mexican Films for US**

LOS ANGELES, Aug. 30—*Harry Seara, head of the special features di- vision of Jack’s Aztec Films, Class-Mohme, Inc., has set three more of the joint department’s Spanish-language "Little Bikeys," "Rio Escandalo" ("Hidden River") and "La Churra Grande," for the Mexican market. They are all now ready for nationwide distribution.

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**Recovered, Sears Signifies to UA**

He’s Ready to Work

Gradwell L. Sears, former United Artists president, who was recuperating from a heart attack when the recent change in UA management occurred, has given a new bill of health by his physician and has been pronounced fit to resume work. Sears has notified the UA management by letter that he is prepared to report for work at nine A.M. next Tuesday if he has received no notice from the company in reply up to yesterday.

Sears had been dropped from the company’s payroll in July. Last week his attorney started suit for performance of his employment contract with UA which has until the end of the year to run. Sears asked for $10,000 severance provisions to take effect thereafter.

Sam Spiegel, independent producer releasing through UA has arrived in New York from the coast and reportedly will seek definite information from the UA management concerning the company’s future plans before delivering his next picture. Stanley Kramer is scheduled to make "Northwest," Sept. 10, and Edward Small some time next week. In the case of the latter, the view is described as primarily for a vacation.

**Laurel Films Sets 5 Feature Productions**

A production schedule including two pictures for the rest of 1950 and three for the early part of 1951, has been announced by W. Arent, vice-president and executive producer of Laurel Films. All but one of the films will be made in New York.

The two remaining pictures for 1950 are "Two of a Kind," the stage comedy produced by Vincent Berle and written by Seara Kramer, and "Those Who Trespass," by Alexander Green.

The early 1951 schedule calls for "Pretend to Live," by William Child; "Cover of the Night," a crime film of the Keines drama which was on Broadway under the title of "Forward the Night," and an untitled original by Joseph Lerner and Ben Ross Beren- berg.

**Goldhammer to L.A. Meet**

CLEVELAND, Aug. 30—*L. E. Gold- hammer, Monogram-Allied Artists Eastern district sales manager, has arrived here from New York for conferences regarding the sales campaign for "County Fair." Before arriving in Los Angeles for the company’s sales convention, one of the officers of the company, visiting its offices in Cincinnati and Chicago.

**Cornell Sets Two Deals**

Cornell Film Co. here has completed deals with Schubert Productions of Hollywood and Alberto Balcicde Productions of Santa Monica which will, by the New York company will release productions of the former’s "Babes in Arms" and the latter’s "Red Angel," and "Red Angel," and "Red Angel," and "Red Angel." The former stars Annette, the latter Tilla Thamar.

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**Spalter Has Two More**

Sputter International Pictures has imported two French imports, "Eternal Conflict" and "Red Angle." They have English titles. The former stars Annaudelle, the latter Thilla Thamar.
for that NAKED CITY kind of business
...from U-I again

SLEEP

Starring RICHARD CONTE • COL

Story and Screenplay by JO EISINGER • Directed by GEO
HIDE DAY AND DATE RELEASE BACKED BY MOTHER OF U-I's POWERFUL LOCALIZED SUNDAY NEWSPAPER CAMPAIGNS!

GRAY and Introducing ALEX NICOL A Universal-International Picture

SHERMAN • Produced by LEONARD GOLDSMID

World Premiere N. Y. PARAMOUNT
## Motion Picture Daily’s Booking Chart

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<td>(Color)</td>
<td>COCO</td>
<td>(July Releases)</td>
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<tr>
<td>July 23</td>
<td>(July Releases)</td>
<td>JOHN DAVIES</td>
<td>THE LAWLESS</td>
<td>(Color)</td>
<td>(January 1928)</td>
<td>THE OLD FORTRESS</td>
<td>(Color)</td>
<td>(July Releases)</td>
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<td>July 30</td>
<td>711 OCEAN</td>
<td>GOLDEN SALAMANDER</td>
<td>COUNTY FAIR</td>
<td>(Color)</td>
<td>RC</td>
<td>TREASURE ISLAND</td>
<td>(Color)</td>
<td>(July Releases)</td>
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<tr>
<td>Aug. 6</td>
<td>69</td>
<td>SHERRY FOREST</td>
<td>MIRY STREET</td>
<td>(Color)</td>
<td>RC</td>
<td>WHERE THE SIDEWALK LINES</td>
<td>(Color)</td>
<td>(July Releases)</td>
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<tr>
<td>Aug. 13</td>
<td>DAVID HARDING</td>
<td>THE BLUE LAMP</td>
<td>THREE LITTLE WOMES</td>
<td>(Color)</td>
<td>RC</td>
<td>THE OLD FRONTIER</td>
<td>(Color)</td>
<td>(July Releases)</td>
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<td>Aug. 20</td>
<td>COUNTERSPY</td>
<td>THE LADY</td>
<td>A LADY WITHOUT</td>
<td>(Color)</td>
<td>RC</td>
<td>THE FURIES</td>
<td>(Color)</td>
<td>(July Releases)</td>
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<tr>
<td>Aug. 27</td>
<td>AUGUST 65</td>
<td>ON THE ISLE OF SAMOA</td>
<td>SUMMER STOCK</td>
<td>(Color)</td>
<td>RC</td>
<td>THE SHOWDOWN</td>
<td>(Color)</td>
<td>(July Releases)</td>
<td></td>
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<td>Sept. 3</td>
<td>AUGUST 65</td>
<td>STREET TOWN</td>
<td>A LIFE OF HER OWN</td>
<td>(Color)</td>
<td>RC</td>
<td>BORN TO BE BAD</td>
<td>(Color)</td>
<td>(July Releases)</td>
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<td>Sept. 10</td>
<td>AUGUST 65</td>
<td>THE PETTY GIRL</td>
<td>HAUNTED</td>
<td>(Color)</td>
<td>RC</td>
<td>FRISCO TORNADO</td>
<td>(Color)</td>
<td>(July Releases)</td>
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<td>Sept. 17</td>
<td>AUGUST 65</td>
<td>WHEN YOU'RE SMILING</td>
<td>BIG TIMBER</td>
<td>(Color)</td>
<td>RC</td>
<td>THE BLACK ROSE</td>
<td>(Color)</td>
<td>(July Releases)</td>
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<td>Sept. 24</td>
<td>AUGUST 65</td>
<td>INDIAN TERRITORY</td>
<td>PRISONERS IN PEGU</td>
<td>(Color)</td>
<td>RC</td>
<td>WHERE DANGER</td>
<td>(Color)</td>
<td>(July Releases)</td>
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<td></td>
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<td>ACROSS THE BADLANDS</td>
<td>UNION STATION</td>
<td>(Color)</td>
<td>RC</td>
<td>MY BLUE HEAVEN</td>
<td>(Color)</td>
<td>(July Releases)</td>
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<td></td>
<td>CHARLES STARRIT</td>
<td>TOAST OF NEW ORLEANS</td>
<td>(Color)</td>
<td>RC</td>
<td>PANIC IN THE STREETS</td>
<td>(Color)</td>
<td>(July Releases)</td>
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<td>CHARLES STARRIT</td>
<td>SUNSET IN THE WEST</td>
<td>(Color)</td>
<td>RC</td>
<td>THE SLEEPING CITY</td>
<td>(Color)</td>
<td>(July Releases)</td>
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<td>CHARLES STARRIT</td>
<td>EDGE OF DOOM</td>
<td>(Color)</td>
<td>RC</td>
<td>THE BREAKING POINT</td>
<td>(Color)</td>
<td>(July Releases)</td>
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**SRO**
- **FALLEN IDOL**: Ralph Richardson (Jan. 9-11) (Release: 6/14/54)
- **FLAME AND THE ANGEL**: (Color) - Bert Lancaster - Virginia Mayo - (July 31/54) (Release: July)
- **GREAT JEWEL ROBER**: David Brian - (July 10/54) (Release: 6/13/54)
- **THE THIRD MAN**: Joseph Cotten - Guru Dutt - (July 31/54) (Release: July)
- **50 YEARS BEFORE YOUR EYES**: (Color) - Darryl Hickman - Marjorie Weaver - (July 31/54) (Release: July)

**LIPPERT**
- **HI-JACKED**: Jim Davis - (July 31/54) (Release: 6/13/54)
- **I SHOT BILLY THE KID**: Don Barry - (July 31/54) (Release: 6/13/54)
- **TRAIN TO TOWNSTONE**: Don Barry - (July 31/54) (Release: 6/13/54)
- **BORDER saddened**: Don Barry - (July 31/54) (Release: 6/13/54)
- **HOLIDAY RHYTHM**: (Color) - Marilyn Monroe - Douglas Fairbanks - (July 31/54) (Release: 6/13/54)
- **RETURN OF JESSE JAMES**: John Ireland - (July 31/54) (Release: 6/13/54)
Compo Group invited to Truman Parley

White House Meeting on Crisis Is Set for Sept. 8

The all-industry meeting with President Truman on government support in the international crisis as been set for Sept. 8 at 12:30 P.M. at the White House. Announcement of the invitation to the industry group, which is known officially as a Council of Motion Picture Organization's Committee on Cooperation with the U. S. Government, was made by Ned E. Deupien, COMPO president and ex-officio chairman of the committee.

Slated to be present at the White House conference, in addition to President Truman, are Dr. John R. Steelman, who has been designated as the government's liaison with the film industry, and Dallas Halverstadt, film section chief in Steelman's office.

The visit to the White House will take place on Sept. 8.

TOA, NAB Tilt On Theatre TV Today

WASHINGTON, Aug. 31—Three representatives of Theatre Owners of America will sit in tomorrow when the TOA television committee of the National Association of Broadcasters discusses potential competition to television from theatre television.

The three TOA representatives will be TOA television consultant Nathan Lapan, United Paramount Theatres executive Robert O'Brien, and TOA television attorney Marcus Cohn. NAB's television committee opened two-day meeting here today. Tomorrow's agenda is a report from the committee on a proposed new format for theatre television.

Films Exempted In Final Control Bill

WASHINGTON, Aug. 31—House Senate conferees on the economic control bill reached final agreement on compromise measure late today, and head Administration hope to have the bill at the White House late tomorrow.

As expected, the final compromise agreement sections.

Rank's G-B Votes Pfd. Dividend; Odeon Report Due

By PETER BURNUP

LONDON, Aug. 31—Directors of J. Arthur Rank's Gaumont-British concern have voted to pay the half-yearly dividend on the company's £3,250,000 of 5½ per cent first preference shares, due Sept. 30.

The action followed a report presented to G-B and Odeon directors by Rank, details of which will not be made public until Sept. 28. Voting of the G-B dividend came as a great relief to the money-market here, nevertheless.

Rank is expected to reveal Odeon's report on Sept. 6, following a directors' meeting on Tuesday. The dividend on Odeon's six per cent cumulative preference shares was not paid last June 30. It is learned that there will be no dividend voted on Odeon's ordinary stock and that the accounts will disclose another loss on business for the year, but nowhere near the losses reported for the previous year.

Rank's report is expected to paint a more reassuring picture of Odeon's future, while criticizing the government for interference in film affairs, such as forcing circuits to play unwanted pictures under quota law provisions. The Odeon circuit was compelled recently to play 'The Chance of a Lifetime,' a Socialist-Labor picture, at a considerable loss.

Rank also is expected to renew his letter to the chairman of the board of directors; George D. Burrows, executive vice-president and general manager.

Paramount 'Harvest' Sales Drive Starts

Paramount has completed preparations for the 'Golden Harvest Sales Drive of 1950,' which will begin over the weekend with a special "Parasite" screening at the Capitol Theatre, New York, on Aug. 30.

Movies Are Better Than—Television

Linden, N. J., Aug. 31—About half of General Aniline and Film Corp.'s 2,400 employees here were affected by a work stoppage yesterday following disciplining of an office clerk by suspension for a week without pay.

The employee was absent from work recently after reporting "ill." One source said he had gone to a major league baseball game in New York where he had been spotted by other employees watching the game on television.

100-Mono.—AA Sales Heads Assembling For Coast Meeting

LOS ANGELES, Aug. 31—More than 100 Monogram and Allied Artists sales representatives, who will arrive here over the weekend to attend the companies' annual convention at the Ambassador Hotel starting Tuesday and continuing on Thursday.

Welcoming the group will be Steve Beatty, president of both companies, who will preside over the sessions, in addition to top Coast executives, including T. Ray Johnston, chairman of the board of directors; George D. Burrows, executive vice-president and general manager.

Sears Returns To UA; Heads Distribution

Company to Abide By Pact; Outlook Brighter

Gradwell L. Sears, former president of United Artists, will return to the company on Tuesday morning as head of distribution, the post specified in his employment contract with the company which has until the end of next year to run, and which UA's top management has now advised Sears he will be assigned to.

Sears notified the company in midweek that he was ready to return to work immediately, if wanted, and in any event that he would report for work at 9 A.M. Tuesday. The former UA president had been taken off the company payroll in July by the new management while he was recuperating from a heart attack in New York Hospital.

Last week, Sears' attorney started

Auten Resigns; UA To Drop Road Shows

United Artists will close its roadshow department today effective with the resignation of Capt. Harold Auten, who has headed it since its inception almost five years ago.

Recently, the department has been principally engaged with special sales of J. Arthur Rank's "Henry VIII" and "The Titan." It is understood that with the closing of the department UA will put "Henry VIII" into general release until next April 1, when the five-year American rights to the picture held by UA will revert to the Rank Organization.

Auten, who has been a distribution executive with the company for the past eight years, was reached toward the end of last week by the studio's management.

Lippert Acquires 2 Additional Branches

BUFFALO, Aug. 31—Lippert Pictures, Inc., of San Francisco has taken over the Buffalo and Albany offices of Lippert Pictures Distributing Co., formerly Screen Guild of Buffalo, Inc., effective at once.

Don Nessen, former Warner Brothers Buffalo city salesman, will serve as their representative.
Record Wave Length
Promotions Slated
For 'Union Station'

"The greatest radio and television coverage in history" has been set as a pre-opening hulldoo for the New York premiere of Paramount's "Union Station," it was announced here yesterday by Max E. Youngstein, vice-president in charge of national advertising-publicity.

The premiere of the film, which co-stars William Holden, Barry Fitzgerald and Nancy Olson, will be supplied by Day & Co. for the Free Foundation, and will be held at the Paramount Theatre on the night of Tuesday, Oct. 10.

"Despite the enormousness of the air coverage," Youngstein said, "its essence is its simplicity. Any theatre man, in any town in the country who has radio or television facilities, can duplicate it on a comparable scale. The mogul of the free world is New York, and all the exhibitor has to do is bring together his local radio or TV stations and the local Sister Kenny committee."

For two weeks preceding the pre-opening of"Union Station,"a total of several thousand "plugs" will be carried on all radio and TV stations in the city, including the four major radio and TV networks.

Wallis to Make One Yearly in England

LONDON, Aug. 31—Hal B. Wallis hopes to make one picture annually in England from now on, it is indicated here today, in the announcement that "Son and Stranger," from David Lean's Lloyd's novel, will go before the cameras here in early spring.

Gallup Services at Cooke Chapel Here

The remains of Bruce Gallup will repose at the Walter B. Cooke funeral home at 723d Street till Saturday noon, prior to the industry figure's return here Wednesday night in Fordham Hospital at the age of 60. He started as an advertising manager for W. W. Holkinson in 1919. Subsequently Gallup served with First National Pictures, Columbia Pictures and Master Pictures. He also was associated with 20th Century-Fox. He is survived by the widow, Pearl.

Maco Books 'The Men'

Minnesota Amusement has booked "The Men" for its entire circuit in October at preferred playing time, according to United Artists, the distributor. The film is headed toward an estimated $3,200,000 in domestic gross, it is claimed.

No Paper Monday

Motion Picture Daily will not be published on Monday, Labor Day, a legal holiday.

Personal Mention

J. MYER SCHINE and Mrs. J. SCHINE this week celebrated the 40th wedding anniversary with a party at the Hotel Elyx, Albany. Among the guests were Universal International vice-president William A. Scully, Mrs. Scully and attorney William McKay of New York.

MANNY GOODMAN, Monogram-Al- lied Artists contract department manager, will leave here for Hollywood today.

WILLIAM HOLDEN will represent Screen Actors Guild at the AFL Labor Day show Monday at Soldier's Field, Chicago.

MIKE JACOBSON, manager of the Mayfair, Bridgeport, and Mrs. Jaconson, also returned to that city from Dallas.

TERRY TURNER, RKO Radio exploitation chief, is in Boston from New York.

BILL ZIEGLER, RKO Radio Coast studio cutter, is a New York visitor.

OSCAR F. NEU, president of Neu made Products Corp., is in Washing ton from New York.

JOHN P. BYRNE, Eastern M-G-M sales manager, is due back here from Boston this weekend.

WCBS, 20th-Fox Set
Orchestra Promotion

New York's Station WCBS and 20th Century-Fox have concluded a non-financial promotion agreement in conjunction with the current appearance of the Philharmonic Sym phony Orchestra of New York on the stage of the Roxy Theatre here where "The Black Rose" will open today. WCBS will give a series of gratis station break "plugs" to the appearance of the orchestra at the theatre in return for Roxy program credits for the orchestra's exclusive broadcasts of the Philharmonic concerts Sundays at Carnegie Hall.

'Stock' Soaring
Opening at Capitol

The biggest opening at the Capitol Theatre here in close to a year, "Summer Stock" with Novo Morales and his orchestra, Hal Le Roy, Phil Foster and Rouge Serrano on stage and assisted by "SRO" business throughout most of yesterday. A late check indicated a gross of $11,000 to $12,000 for the opening day, the largest opening business since "Tokyo Joe" in October, 1949.

'Holy Year' Tradeshow

Autor Pictures will tradeshow "The Holy Year at the Vatican," a March of Time full-length feature, on Thursday, Sept. 14, at the Preveiw Theatre here as part of the Stock Market's "Holy Year" in which a number of tourists will visit the Church of Rome and the Vatican by Richard de Roche mont.

WILLIAM F. RODGERS, M-G-M distribution vice-president, will leave within the next two weeks for several weeks on the Coast.

GLORIA SWANSON discussed "The Movie Industry's Role in World Affairs" at the luncheon monthly this week at the Associated Women's Junior Chamber of Commerce at the Mayfair Hotel in that city.

SOMERSET MAUGHAM will arrive here aboard the S. S. Queen Mary Sept. 27 to attend the American pre- cinct of the film, "Dream," became a father for the third time recently with the birth of a son to Mrs. Ornerst at Rockaway Hospital.

HOWARD DEITZ, M-G-M advertising-publicity vice-president, will return to New York from Europe Sept. 6.

FRED M. PACKARD, Columbia producer, is here from Hollywood.

$2½-Million 'Hamlet' Take in Two Years

"Hamlet" has grossed more than $2,500,000 in domestic film revenue in two years, Warner Bros. has announced engagements at advanced admissions in the past two years, William A. Scully, Universal-International vice-president and general sales manager, said here yesterday.

The film will go into general release on Oct. 4 and will be handled as "brand new but thoroughly pre- sold," it was said.

Hank Fine Heads ELC Studio Publicity

Hank Fine has been named West Coast studio publicity director of Eagle Lion Classics by Leon Brandt, national advertising-publicity director. Fine succeeds Bog Goodfried, who recently resigned.

Brody Assigns Schwalb

Hollywood, Aug. 31—Steve Brody, president of Monogram, has assigned the studio's film of "Blue Blood," a Cinicolor special that originally was on the production slate of the late Jeffrey Bernard. Schwalb will continue to function in his regular duties as liaison between the studio producers and Brody. Schwalb has produced at Paramount, Columbia, PRC and Liberty Films. At PRC he served as executive producer as well as general manager before that company's merger with Eagle Lion.

MOTION PICTURE DAILY

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SEG to Demand General Pay Rise from All Companies

Army Seeks Talent For Tours Abroad

Lt. Col. Joseph F. Goetz, a Cincinnati exhibitor on temporary active duty, and Lt. Col. Joseph F. Bangham, Jr., vice-president of Quickley Publications this week will call attention to the fact that volunteer entertainers are needed for approximately 1,500 one-day tours in Europe, the North Atlantic area or Alaska. Church is needed for a "package" type of show, numbering not over 20 persons altogether. Individuals or smaller groups will be assembled into a single show. The government will pay all expenses.

The military was said to have favored very much the overseas unit of "Francis" and is anxious to discuss similar arrangements involving the attendance of clubs and by stars in connection with other films.

First N.Y. Public Showing of Color TV

On Oct. 23, at Grand Central Palace in New York, the "Mid-Century Mark of Progress" 1950 National Business Show will present Vericolor, in what is described as the first public demonstration of color television in New York City. Vericolor, the color television system, manufactured for commercial use by Remington Rand, will for the first time be on view to the general public all of the week of Oct. 23, with 18 shows daily. The demonstration will be transmitted over closed circuits from the floor of the National Business Show, and if the arrangements are as planned the viewers may see both the transmission and the picture.

Decline Continues In Photo Goods Exports

Washington, Aug. 31—U. S. exports of photographic goods outside the motion picture field dropped again in 1949, the Commerce Department reported yesterday. It said the 1949 total was $25,482,952, compared with $26,319,646 in 1948 and $31,004,584 in 1947. The total includes such items as still cameras, x-ray film, photographic paper, aerial cameras, lenses, and accessories. It does not include commercial films or any of the equipment or accessories used to make or exhibit them.

Commerce said that the slump was due to the continued dollar shortage and also to excessive competition from Germany and Japan.

Two Hartford Houses Reopen This Month

Hartford, Aug. 31—Two Hartford area motion picture-vaudeville theatres will reopen during the early part of September, following summer closings.

The Harris Brothers' 1200-seat State Theatre, Hartford, will reopen on Sept. 9. Ted Harris is managing director. Headlining the opening stage show will be the American tour of Dean Martin and Jerry Lewis.

The E. M. Loew circuit's 1,800-seat Court Square Theatre, Springfield, part of which is used for operations on Sunday, Manager is John Silverwater.

Truman Gets Tea Set

Washington, Aug. 31—President Truman was the recipient today of a gold tea set, a gift from the Tea Bureau of the U. S. and Warner Brothers. The set was received at the White House while Ann Ziska and Camille Williams were here on their drive-in tour in behalf of WB's "Tea For Two."

5 Univ. Films To Go Before Coast Cameras

Bringing production to one of the highest peaks of the year, Universal-International will put five pictures before the cameras during the next three weeks. With three films currently shooting, two of which will wind up early next month, the studio will have 15 of its pictures on the stages simultaneously.

Two of the new films getting under way this week are: "Prisoner of War," with Mark Stevens and Robert Douglas heading the cast and George Sherman directing for producer Arthur Schenck, and "Bedtime for Bonzo," co-starring Ronald Reagan and Diana Lynn, with Michel Prinke producing and Frederick de Cordova directing.

Theodore Dreiser's "The Prince Who Was A Thief," in Technicolor, will get the starting gun on Sept. 8, with Rudy Male directing and Leonard Goldstein producing.

Bill Mauldin's "Up Front" will go before the cameras Sept. 15. Alexander Hall directing for producer Leonard Goldstein. Also starting on Sept. 15 will be "Mid-Cadets," in Technicolor, which Aaron Rosenberg will produce and Joseph Penney direct. Pictures currently shooting include "Lights Out," "Mystery Submarine" and "Apache Drums," in Technicolor.

Perlmutter Gets a Third

Schenectady, N. Y., Aug. 31—The Crane Theatre here, closed for two months, will reopen Sept. 15 under the management of Julius Perlmutter, of Albany, who operated the Rivoli for some time. Perlmutter also recently assumed operation of the Grand and Strand, at Watervliet and Lake George, respectively.
Capt. Auten

Sears Returns to U.A.

MonogramSalesMeet

Para. Sales Drive

NLRB Overrules

Films Exempted

Lippert Acquires

Oppose Lifting Blue Law

executive here, in England, on the

COMPO

Sears was sentenced to 10 years in

Proving a peak. The picture is a

MOTION PICTURE DAILY

Fri., Sept. 1, 1958

be preceded by a formal meeting of

be audiences in Buffalo. The present offer-

be a mixed blessing. While the release schedule

commodity, which is now in

Be warned, the story is true. The Stu-

List and its various offshoots, the

primarily of the States, meet, said Depinet, to
to lay the groundwork for active operation of

opening of COYAN, is program of cooperation with

Primary purpose of the States meeting, said

the Canadian, indirectly, pre-

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Lawless," "My

Friend

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Goes

West," "The

Lawless," "Let's

Dance," "Cop-

per-U. S.," "The

Station," "Going

My

Way," and

"Dark City," plus a wide selection of

Paramount shorts and, of course, Paramount

In addition to the usual drive cash

prizes, the sales force will be eligible for

prizes from the "Schwabergar

Merit Fund" and also from the "Pine-

Thomas Drive," which runs simulta-

taneously.

action to compel enforcement of the

the film, San Francisco, his physician pronounced

him fully recovered and ready to

work.

The UA management informed

Sears yesterday that on his return to

work he could take over the position of head of
distribution sales, a post which had been

occupied since the resignation from UA of

Roy Gruber, Jr., who as executive assistant to

Sears, had functioned in the role of sales

manager.

UA's management has been

shopping for a new sales head during the

past several weeks without apparent

success. Several甪posed candidates for the

tion executive positions have been

approached directly or indirectly, but most of

them declined the offers under the title of

"not too tempting." Sears' terms in the post, of course are fixed

in his employment contract, under which he served for several years as

UA president.

UA's sales direction in the recent

installations has largely in the hands of

Nat Nathanson in the East and

Fred Jack in the West, two of Sears' associates.

UA's cash position reportedly was strengthened recently by

receipt of income earned in for-

eign markets in products which had been blocked by cur-

rency restrictions. The amount

thus received in dollars in New

York was said to be substantial

and eliminates any immediate need for cash for current oper-

ations. However, it is regarded as sufficient to provide

financing for producers releas-

ing through the company.

Moreover, distribution receipts from

Stanley Kramer's "The Men" is now

coming in and the picture is nearing

Its opening in the States, where it has

opened, it did record $3,600 on its

opening day at the Grand in Chicago,

where it is suffering

Delayed deliveries of other new pict-

ures to UA appear to be a mixed

blessing. While the release schedule

for UA pictures was adjusted because of

a certain at the moment, situation,

that, all costs for no heavy outlay of

cash for prints and advertising.

Completed pictures which have not

been delivered to the company include

Harry Popek's "Ellen," I. G. Gold-

stein's "The Prowler," and

Kramer's "Cyrano de Bergerac" nearing

The other pictures which will take a different view of the situa-

tion with Sears back in the company

remains to be seen. Some believe it

will, Kramer, who had planned to

come here Sept. 10 for
discussion, has postponed the visit

indefinitely and will return to the

coast instead following his current

trip to the field on behalf of "The

Men" and "Cyrano."

Spielberg, already in New York,

was scheduled to meet with Frank L.

McKenna, president of UA and

Max Kravetz, secretary, yesterday but

the meeting was postponed to Tuesday

for McNamae as called "Phil-

delphia."

Indications are that Spielberg will
deliver his picture as soon as he

is officially advised of Sears' return

Abraham Bienstock, Sears' atto-

ney, indicated yesterday that if UA

performances are continued

pending in New York Supreme Court

here will be dropped. Otherwise, it

would be amended to cover any

specific phase of non-performance.

No ballots in election held on

post from most Coast studios to
determine whether studio carpenters or

set traders desired to belong to the

United Brotherhood of Carpenters.

The panel ordered the counting of the

ballots cast by the workers previously

Certified by the Board.

The carpenters' exceptions, the

Board panel found, relate to alleged

unfair labor practice charges that they

had filed with the Board. However,

the panel said, the NLRB general

counsel dismissed these charges and the

Board could not act on the matter

under the Taft-Hartley Act. The

three members said the Board could

consider a complaint in representation

case if the general counsel had issued a complaint, but

that without it, the charges could not

be considered in connection with the

elections.

TOA, NAB

the NAB legal department on the

legal aspects of television and the

radio industry a program on the

Search for personal appearances at the

Michigan State Fair here, at what

was described as the highest that guar-

antee any performer has ever re-

ceived for a two-day appearance in

the 101-year history of the Fair.

Films Exempted

Measure exempts film rentals and

theatre admissions from the price

control provisions. Advertising rates of

papers, radio stations and other media are

covered.

The measure gives the Administra-

tion power to allocate materials, con-

trol consumer credit and credit for

new building, stabilize wages and

prices, and requisition materials or

facilities if necessary for defense.

The material costs in the bill could

be used to cut down theatre construc-

tion.

G-B Dividend

attacks on the government for failure
to eliminate entertainment tax relief.

He may also report upon and

Anglo-American cooperation in pro-

duction here, said John 20th Cen-

tury-Fox in using Rank's Denham

studio currently.

Detroit to See Hutton

Detroit, Aug. 31.—Betty Hutton

will return to her home town to-

row for personal appearances at

the Michigan State Fair here, at

what was described as the highest that guar-

antee any performer has ever re-

ceived for a two-day appearance in

the 101-year history of the Fair.
MOTION PICTURE DAILY

NEW YORK, U.S.A., TUESDAY, SEPTEMBER 5, 1950

TEN CENTS

Chadwick Has Solutions for Independents

In Triple the Number of Accounts, He Says

HOLLYWOOD, Sept. 4—Independent Motion Picture Producers Association president I. E. Chadwick, speaking to a full-dress meeting of the association here on his recent nationwide tour of key cities, urged all independent producers to concentrate on family-type production.

Chadwick said that whereas most independent association members' features now reach as many as 3,500 theaters, the demand for suitable family entertainment exists in treble that number of houses.

Chadwick also urged the independents to considerably step-up their exploitation and promotion efforts to prevent lost bookings in theaters. He decried the industry's failure to give these efforts the necessary time and attention.

(Continued on page 4)

CBS Color TV Given Tentative Sanction

WASHINGTON, Sept. 4—Columbia Broadcasting System is away out in front of the color television race as a result of the Federal Communications Commission's long-awaited color television decision issued on Friday.

The Commission refused to adopt final color standards, but said that if it had to at this time, the CBS system was the only one which meets its standards.

The main criticism which the Commission directed against the CBS system was that it was not compatible, that is, its color signals could not be received on current black-and-white television sets. The competing systems of RCA and Color Television, Inc., are compatible, but according to the Commission, were "not satisfactory.

Accordingly, the Commission asked

McNutt-UA Split Report Unconfirmed

WASHINGTON, Sept. 4—Paul V. McNutt is contemplating withdrawing from United Artists were widespread throughout the industry here last week but confirmation of reports was lacking.

McNutt's law office here reported him out of the city on vacation until after Labor Day. He stated that in his absence there was no one who could comment on the reports for him.

The reports were that McNutt is dissatisfied with the United Artists situation as he found it on closer examination during the past two months and feels that it is not entirely as represented to him in advance.

In addition, it was reported that McNutt has been offered a governmental post which would take him out of the country and that his consideration of withdrawal from UA is also influenced by that circumstance.

Korda-Selznick Dispute Settled—For the Present

Plan for 'Scheduled Performance' in Work

A master plan for the handling of the "scheduled performance" showings of Darryl F. Zanuck's "All About Eve" is being worked out at the 20th Century-Fox home office. It will detail the specialized type of operation required for handling the plan "in the simplest and most efficacious manner."

The formula will be utilized for the world premiere run of the picture at the Roxy in October, and will set the pattern for subsequent engagements.

French Compo Head In Minneapolis Area

MINNEAPOLIS, Sept. 4—Harry B. French, president of Minnesota Amusement, was named at an all-industry meeting here to head Minneso- area participation in the Council of Motion Picture Organizations' activities in support of the government in the present international crisis.

French outlined COMPO's pledge of

MPEA to Meet Thursday on U.S.-U.K. Pact

Company Heads Receive Copy of Document Today

The board of directors of the Motion Picture Export Association will meet at its headquarters here at 2:30 on Thursday to formally consider the working formula of the U.S.-U.K. monetary remittance pact which was drawn at conferences in London by American and British technicians.

Copies of the document are already in the hands of the presidents of MPEA member companies who, this morning, have arrived at the association's offices here by airmail from London. One of them was airmailed to MPEA-MPAA president Eric Johnston in Spokane.

F. W. Allport, Motion Picture Association

ELC Merger Talks Halted; Bernhard Cites Litigation

Negotiations looking to the completion of the Eagle Lion Classics merger, have terminated without a final agreement, it was reported here at the weekend by Joseph Bernhard, ELC board chairman and president of Film Classics. Bernhard returned from the Coast late last week.

'The matter now is in litigation,' Bernhard said, referring to the $500,000 suit which has been filed against Eagle Lion in Supreme Court by Irving Kaufman, FC creditor assignee. Prior to Bernhard's departure for the Coast he said that the litigious process would be continued at least until the end of the year.

(Continued on page 4)

Yesterdays's Paper

The running dispute between Sir Alexander Korda and David O. Selznick, the course of which has taken it in and out of Federal Court here, through arbitration hearings conducted by former Secretary of War Robert Patterson, and back into Federal Court, was settled on Friday. That is, settled for the time being, anyway.

With the receipt from London of official release papers and under the direction of Federal Judge Samuel Kaufman, documents were exchanged between Korda's and Selznick's attorneys here freeing a print of "Gone to Earth" for Selznick distribution in the Western Hemisphere and releasing to Korda $100,000 ($280,000) of British distribution receipts from Selznick's "The Paradise Case," which have been held in escrow in London.

(Continued on page 4)

Powerfull Has Four Pictures Lined Up

As one of the key acquisitions for 52-53 production lineup, producer Sol Lesser has purchased the Screen's "Black Chiffon," a past London stage play which will be in New York on Sept. 24 with Emma Forest starring. He returned Wednesday via TWA airplane after completing his duties as chairman of the Loew board from New York to two weeks in London.
Personal Mention

JOSEPH H. HAZEN, president of Hal Wallis Productions, is scheduled to arrive here from the Coast tomorrow or Thursday. Wallis is expected back from a summer tour of Europe next week.

AL DUFF, Universal foreign manager, was scheduled to return here from the Coast over the weekend. Kate J. Blumberg, who accompanied Duff West, will return to New York in a week or two.

FRANK SOULE, president of Pictorial Films, Pathé Films' subsidiary, became a grandfather this week, the birth of Stu Coward's daughter, Miss Andrew Urie, in Rockville Centre last week.

LOUIS PHILLIPS, Paramount attorney, has returned to New York from a combined business and vacation trip to the Coast.

Rhoden Cites 20th's Special 'Eve' Plan

"Wholehearted" endorsement of 20th Century-Fox's "scheduled performance" plan for exhibition of "All About Eve" has come from Elmer Rhoden, head of Fox Midwest Theatres, to Variety. In talks with the Fox president, Spyros P. Skouras, Rhoden telegraphed:

"After viewing it we all feel that your approach to merchandising this picture is right. It would be foolhardy to present the picture in the usual fashion and would destroy its entertainment value unless you sell it from the very beginning.

"The innovation of this presentation will open up a new advertising approach setting it apart from the average picture.

New Percentage Suit Against Blumenthal

CHARLOTTE, Sept. 4—Elvis Blumenthal, a Charlotte theatre executive, now serving a prison term for income tax evasion, has been acused of fraud by four major film concerns. In separate civil suits filed in Federal Court here, the companies charge Blumenthal with making "regular false and inaccurate statements of gross attendance receipts" at his theatres.

B. and B. Theatres, Inc., was named co-defendant. The suit listed the following theatres owned and operated by Blumenthal or B. and B.: The Astor in Durham, N. C.; Hollywood and LaFayette in Greensboro; N. C. Lincoln, State and Carolina in Florance, S. C.; Star, Savannah, Ga.; Peachtree, Atlanta, Ga.; and the Colonial in Columbia, S. C.

Schaefer Moves Offices

George Schaefer, sales chief for Kramer Productions, has moved from 1500 to 1600 E'way here.

OFFICIALS of Allied Independent Theatre Owners of Iowa-Nebraska last week advanced the view that small town theatre owners are entitled to a profit equivalent to the amount they pay for their rental.

According to the report received from Motion Picture Daily of Omaha correspondent, "an Iowa-Nebraska state manager said: "No sane-thinking distributor can truthfully claim that an exhibitor is not just entitled to a $30 profit to feed and clothe his family if he grosses only $50 above overhead and pays a $30 film rental."

With no desire to rush, vindicated, to the aid of producers and distributors, the department thinks it would be interesting to examine the economics involved in the Iowa-Nebraska allegations.

Obviouly, it assumes that the exhibitor, first of all, would have his costs guaranteed out of gross. He will then take one-half of that reminder, preferably the equivalent of his film rental, as a minimum.

Such an arrangement means that the producer-distributor does not necessarily get his costs back, to say nothing of a profit.

One is playing safe; the other takes the gamble.

The producer-distributor, under such a proposal, quite easily could be left out on a limb. Conceivably, he might not get back any part of his costs.

His exhibitor organization argues that it is in the interest of the producer-distributor's stockholders that he keeps small theatres in business to the extent of adopting such a sales policy to accomplish it.

Actually, it is doubtful whether any stockholder would permit his investment to vanish with a company which did business on any basis not calculated to produce a profit.

Under the Iowa-Nebraska Allied plan, what the exhibitor gets is all profit. The producer-distributor, allocated the same amount as the exhibitor's profit, must take his costs out of that.

The amount might or might not pay the producer-distributor's costs; it might not leave him a profit.

Using Iowa-Nebraska Allied's report as an example of a theatre showing a $80 profit, $30 of which the exhibitor would retain, it is conceded that the entire $30 is profit for the exhibitor.

However, from the $30 going to the producer-distributor who, very broadly, hopes to make a 10 per cent profit on the average only $3 is the actual profit. In addition, it is the producer-distributor who shoulders the major risk. No exhibitor is forced to play a picture he does not want or thinks he cannot make a profit on.

The producer-distributor is not so fortunately situated.

Max E. Youngstein, vice-president, and a director of Paramount Film Distributing Corp., came to his ninth anniversary in the industry on Sept. 1. That strikes many as a pretty rapid traveling for the span of time involved.

It is not too surprising, too, that Youngstein, at 37, very likely is one of the youngest executives to hold his titles in the industry. Starting his career as a lawyer, Youngstein, in 1920, joined Ho- rne Organization as counsel and business manager on Sept. 1, 1941. He went to 20th Century-Fox with Horne, where he served as assistant advertising publicity director, worked at the 20th-Fox studio in 1943, and was with U. S. Treasury's War Finance Division in 1944. He joined the newly-formed Eagle Lion Films in 1946 as advertising-publicity director. And at the age of 34, was elected a vice-president of E-L pictures.

Youngstein joined Paramount as director of advertising-publicity in May of last year. His election as a vice-president and member of the board of the distribution subsidiary occurred last June. His recent campaigns on "Samson and Delilah" and "Sunset Boulevard," among others, not only have been acclaimed for their effectiveness within the industry but are cited as successful examples of merchandising to the mass audience outside as well.

In less than a decade, Youngstein has left a somewhat remarkable imprint on the industry avenues he has trodden.
STANLEY KRAMER'S

"The Men"

is tops in

SALT LAKE

DENVER

and in Boston, New York and 72 other situations!

NAO13 NL PD VIA BZ = SALT LAKE CITY UTAH AUG 22 = GEORGE SCHAEFER, GENERAL SALES MANAGER, STANLEY KRAMER PRODUCTIONS, 1560 BROADWAY

"THE MEN" JUST FINISHED FIRST WEEK CENTRE THEATRE SALT LAKE TO VERY BIG BUSINESS WE ARE HOLDING PICTURE OVER FOR EXTENDED RUN.

KINDEST REGARDS =

SID COHEN INTERMOUNTAIN THEATRES INC =

NAD14 NL PD VIA BZ = DENVER COLO AUG 22 = GEORGE SCHAEFER, GENERAL SALES MANAGER, STANLEY KRAMER PRODUCTIONS, 1560 BROADWAY

THANKS FOR THIS TOP GROSSER. CONGRATULATIONS ON A VERY OUTSTANDING PRODUCTION.

BEST REGARDS =

=B D COCKRILL DENHAM THEATRE INC =

MARLON BRANDO, TERESA WRIGHT, STANLEY KRAMER'S "The Men" WITH EVERETT SLOANE, JACK WEBB, RICHARD FROMANY, VIRGINIA FARMER, DOROTHY TREE, HOWARD ST. JOHN

PRODUCED BY DIRECTED BY ORIGINAL SCREENPLAY BY ASSOCIATE PRODUCER

MUSIC BY

FRED ZINNEMANN • CARL FOREMAN • GEORGE GLASS • DIMITRI TIOMKIN

thru UA
sociation of America's London representa-
tive, who headed the American technicians' team, is due in New York
this morning aboard the S. S. Queen
Elizabeth. He will attend Thursday's
meeting to further report on the pact
and to explain whatever parts of the
plan and its machinery deemed
necessary.

It is assumed by industry execu-
tives here that the pact has the approval
of the British. They point out that
it is hardly likely that interested Brit-
ish parties have released a document
which they did not basically approve.
However, there may be some minor or
less major phases for which they seek
wider concessions.

While the British Board of Trade
is fully empowered to approve the pact,
more that inquiries about it
will be made on the floor of Parlia-
ment when it reconvenes about
the middle of this month.

Sol Lesser Has Four
(Continued from page 1)

(Continued from page 1)

shows and six features, one more
than was specified of each. Admission
scale was $1.25-$1.50, weekday admis-
sions being $1.25-$1.50, weekend
shows $1.50-$2.00.

The Roxy, which opened
an hour earlier at 9:15 A.M.,
showed the regular four stage shows
as well as six holiday ad-
sions scale was $1.50-$2.00, weekday
shows $1.50-$2.00.
The Paramount, in its first
five shows, The Candy, opened at
9:30 A.M., the regular time, but put
on five stage shows and seven fea-
tures, their usual schedule being four
stage shows and five features.
To accommodate holiday weekeners,
the Sunday schedule at that house
in-
cluded on stage shows.

One more stage show than
the usual number for Sunday, Holiday
admissions range was $1.25-$1.50,
weekday admission being $1.50-$2.00.

"Ten for Two" in its first week
at the Strand had seven show-
ings five stage shows after opening
at 9:00 A.M. instead of 9:45 A.M.,
one more than the regular shows in
each case, for the usual admission scale
$1.00-$1.50 compared to the everyday
$1.00-$1.25. The Rivoli, in its third
week, opened "Way Out West" opened
9:30 A.M., regular opening time, but
scheduled eight shows of the fea-
ture instead of the regular seven. Holiday
prices at that house were the same
as weekdays, 60c-$1.25.

The Capitol, opening at 9:15 A.M.
and 10:00 A.M. showed five stage
shows and six feature events of
"Summer Stock," in its initial week.

The usual schedule included four
and five, respectively. Holiday
admissions scale was $1.25-$2.20, com-
pared to weekdays $1.50-$2.25.

Opening day Friday for "The Black
Rose" and the New York Philar-
mmonic Symphony brought the Roxy
$19,000 gross, it was estimated by
A. J. Balaban, theatre's executive
director. He described the figure as
marking the biggest non-holiday open-
ing at the theatre in the past two
years.

ELC Talks Halted
(Continued from page 1)

Korda-Selznick
(Continued from page 1)

The two pictures were part of a
series of five distribution rights which also
included Selznick's "Hell's Angel-
nie" and Korda's "The Third Man,"
together with loans of Selznick talent
to Korda.

Under the Patterson arbitration
proceedings, Selznick won the right to
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'Sunset' Soars to Record L.A.

'Bright Cincy'

'Whams Philly'

'Wow Toronto'

'Socko Detroit'

'Bangup St. Louis'

'The country—and champ in National Boxoffice Survey'

'Paramount's Sunset Boulevard'

TO: Variety
FROM: Paramount
Thanks for the adjectives, boys! Save some for the hundreds of dates coming up—'Sunset Boulevard'!
Count on 20th to deliver the Timeliest, news-hottest picture of the year!

**A FULL LENGTH MOTION PICTURE**

**Farewell to Yesterday**

"THE BEST HISTORICAL FILM OF OUR TIME"

—Parent's Magazine

It will bring your audiences to their feet cheering!

PRODUCED BY EDMUND REEK

Edited by Louis Tutenic - Written by Joseph Kenas

Narrated by Sidney Blackmer, John Larkin, Kermit Murdock and William Post, Jr.

A Movietone News Production

BOOK THE INDUSTRY SHORT FOR DISABLED AMERICAN VETERANS

—"ON STAGE EVERYBODY"

There's No Business Like 20 CENTURY-FOX Business!
British Approve Pact; It's Up to the MPEA Board Now

The working formula of the Anglo-American monetary remittance pact which was drawn at a series of conferences in London by the American and British technicians committee has the unqualified approval of the British, and it is now up to the Motion Picture Export Association board to approve, reject or alter it at a meeting here tomorrow.

This was the report given to the press by Motion Picture Association of America London representative Fayette W. Allport upon his arrival here yesterday aboard the S. S. Queen Elizabeth. Allport will attend tomorrow's meeting to explain whatever remaining provisions or parts thereof that may have raised questions in the minds of the MPEA directors.

What is expected to happen, however, is a "token" expression of opinion at the meeting pending further study by the respective company top executives, lawyers and financial and foreign experts, preparatory to an

Blumenthal Is Set For Five a Year

A continuous production program of five pictures a year for Fidelity Pictures, Inc., was outlined at the Universal Pictures home office here yesterday by A. Pan Blumenthal, chairman of the board and treasurer of Fidelity in town from Hollywood on business.

The first of two Fidelity releases through Universal will be "Woman"

Goldfarb Heads RKO Pictures Personnel

Robert Goldfarb, who resigned recently as personnel director and office manager of United Artists, yesterday was appointed office and personnel manager for RKO Radio Pictures, effective at once.

John Farmer, resigned recently from RKO Service Corp., with which he had served for the past 10 years as personnel director for the parent RKO

N. J. Allied Files Formal Charges on Availabilitys

Preparatory to developing specific recommendations for consideration of the national convention of Allied States in Pittsburgh, on Oct. 2-4, New Jersey Allied president Wilber Snaper yesterday laid before local branch managers of distributors the New Jersey organization's complaint about availability delays and infrequency of calls on the state's theatres by film salesmen.

Last Thursday, Snaper declared that the most recent meeting of New Jersey Allied protested that local exchanges are not making known dates for availability of prints sufficiently in advance.

Coyne Named Mayer's Chief COMPO Aide

Robert W. Coyne of Gamble Enterprises has been appointed special counsel to the Motion Picture Organizations, former Allied States president William Ainsworth has been invited to act as special consultant to COMPO, and Dick Pits, motion picture critic of the Charlotte, N. C., Observer, has been engaged as editorial director of the all-industry organization, it was announced here yesterday by Arthur L. Mayer, COMPO executive vice-president.

The appointments were described as the initial steps in the building of a working staff for COMPO, whose headquarters will be situated in the Paramount Building here.

Coyne, who will leave Gamble Enterprises to devote all of his time to the COMPO post, will serve in his

N. Y. Grosses Show Record Upsurge As Holiday Helps

Record business was the rule at New York first-runs during the Labor Day weekend, most showcases opening to sizable lines of patrons waiting to buy tickets notwithstanding early holiday opening schedules. The weather helped too with a rainy Sunday and cool Monday that kept many people in town.

The Roxy, with "The Black Rose" in its initial week and the New York Philharmonic Symphony Orchestra on stage for a four-day Labor Day weekend in the history of

Andy Smith Week Set For Oct. 8-14

The week of Oct. 8-14 has been designated by 20th Century-Fox's eight division managers and two assistant division heads as "Andy Smith Week" in honor of the company's distribution vice-president during the
Personal Mention

CHARLES LEVY, Walt Disney Productions sales executive, left here yesterday for the Coast, where William Lauder, president, will leave on Saturday.


Harry Weiss, formerly with Eagle-Lion, has joined the RKO Radio Cleveland branch as a salesman, replacing Ray Wild.

ALFREDO GUARINI, Italian producer, and his wife, Isa Miranda, actress, will arrive here today by plane from Italy.

IRENE SOCHIN, sales head of International's specialty shows division, will be in Detroit today from New York.

P. F. DeR, president of the Alliance Theatre Corp., and Mrs. DeR arrived here from Europe yesterday on the Mauretania.

RAYMOND STEELER, assistant manager of Loew's 49th Street Theatre, Brooklyn, has resigned to enter the armed services.

JULIAN LESSER, president of Thalia Prods., returned here from Europe and has left for Hollywood.

MARGIE LEIZER, secretary to WILLIAM F. ROGERS, has returned from a vacation in Connecticut.

Callahan Heads UA's New Haven Branch

Joe Callahan, a salesman with the United Artists' Follies division, has been appointed manager of UA's New Haven branch. He replaces Rollie McOwen, who has been transferred to Pittsburgh in February.

New Buchanec Account

J. A. Mauzer, Inc., Long Island City, N.Y., manufacturer of motion picture cameras, recording equipment, electrical and radar components and special TV equipment, has appointed U. S. Sales Co. to handle its advertising. Trade papers and direct mail will be used.

Series from 'Digest' Yarn

T. V. Whitmore, general manager of Literary Associates, reports that the approach of the 1948 Oscar season is causing many of the leading Hollywood publicists to think already of the 1949 Academy Award plans. Some say it is a year too soon, but some are interested in planning now to get a head start on competition next spring.

Industry Cited by 3 GAR Organizations

HOLLYWOOD, Sept. 5—In ceremonies marking the completion of three GAR conventions, three women's organizations of the Grand Army of the Republic held a day of dedication to "The Outstanding Contributions to Americanism" to the motion picture industry at the Biltmore Hotel here last night. The GAR Women's Relief Corps, the Ladies of the GAR and the Daughters of Union Veterans made the award, which was accepted for the industry by Y. Frank Freeman, Ronald Reagan and Paul Grose.

Charles R. Rogers to Return to Production

HOLLYWOOD, Sept. 5—The return of the active participation of Charles R. Rogers, veteran film producer who has been inactive in the industry for the past two years, will occur soon. He will start making pictures again in October. The first feature on his new program will be a "thrill fantasy," and the story of Dr. Jekyll for which Harry Scalig is doing the script.

Newsreel Parade

THE war in Korea, a revolution in phonograph records and the discovery of a Christian documents are the main topics in current newsreels. Other newsreel highlights are the dedication and departure of New York City's May O'Donovan.


UNIVERSAL NEWS, No. 86—Stress of religious history. N. Y. P. Y. to move to Holland. Take out new Danish; pride cattle Navy gridders. St. Louis Air convention.


Problem Seminar At Allied Meeting

Pittsburgh, Sept. 5—Separate luncheons drive-inns, neighborhood houses, small city first-runs and for other classifications of theatre operations will be attended at national convention at the William Penn Hotel here Oct. 2-4.

A topic of the main convention will be small town exhibitors' complaint of "must" percentage deals and how to get rid of them. Other meetings will include parties on the nights of Oct. 2 and 3, and the convention banquet on Oct. 4.

The convention will be preceded by a meeting of Allied's national board of directors.

Cagney Production, Has Three Films Set

HOLLYWOOD, Sept. 5—William Cagney Productions, which distributes through Warner Brothers, plans the new features. They are: "Two Sides of the Street" by William Faulkner, "Bug in the Afternoon," from the novel Ernest Haycox, and "A Lion in Is." With a novel by Ad Alyn, and directed by James Cagney, was decided on as star.

SDG Award to Huston

HOLLYWOOD, Sept. 5—The second quarterly award of the Screen Directors' Guild has been given to John Huston. He was selected for his work as assistant director of the film, "A Letter To Three Wives." He also acted as assistant director of "Bugsy."
Chicago, Sept. 5.—A $500,000 per-minute unit has been allocated to east coast stations as of Tuesday, Oct. 10, for a Paramount production, to be distributed by James L. Hinson, vice-president of the company. The picture will be released by Warner Bros., B & K, Warner Circuit, and 10 Theatres Interests, respectively.

"The Sleeping City" (Universal-International)

LEONARD GOLDSTEIN produced, and George Sherman directed a $500,000 production of "The Sleeping City," about crimes and murder in a big metropolitan hospital, aimed authentic, professional surroundings. A preview audience at New York's swank Park Avenue Theatre evidenced rare tenderness and interest throughout the showing. Word-of-mouth will promote the film plenty.

High eminences are the New York City hospital authorities who cooperated in making available the facilities of Bellevue Hospital, its clinics, its medical and surgical classrooms, its research laboratories, its operating "theatres" and chapels. Withal, "The Sleeping City" is far from being morbid.

The basic approach took courage as the plot involves a police department "plant" among the hospital's interns to ferret out a few student doctors and nurses who are supplying a "ring" with morphine from the hospital's drug supply.

Harold Conde, a good-looking detective with pre-medical experience, is assigned by the police department to the hospital staff after an intern is found murdered near the institution. Richard Taber, a hospital worker, had loaned the intern money for horse-playing, and, when the intern could not pay his debt, Taber put on the heat to induce the intern to steal morphine, through nurse Colleen Gray, who makes the stuff available because she had been loaned the same debt-paying position by Taber.

Conde, the intero-cope—unknown to Taber—maneuvers himself into Taber's debt, causing Taber to suggest a payoff with morphine, thereby identifying Taber as the one who has been prodding track-playing interns and nurses into stealing the stuff, thereby, is broken.

A foreword explains that the story is fictional "and did not actually happen in Bellevue Hospital or anywhere else in New York City."

The idea to Eisenberg, gave him more than ample time to work with. And all hands work hard, most convincingly, from Conde, the doc-cope, to Miss Gray, the morphine-stealing nurse, to Taber, collecting the "white wheat." Joe Segel (Richard Conte) is the casting director as (John Alexander), and Peggy Dow, and Alex Nicol.

William Miller, ASC, is deserving of special mention for the expertise of his camera work.

Running time 85 minutes. General audience classification. For September release.

"Rookie Fireman" (Columbia)

The DRAMA of a firehouse and the men who spend a major part of their lives together under roof is adequately presented in "Rookie Fireman," with Bill Williams, Barton MacLane and Marjorie Reynolds in the leading roles, Milton Feldman produced and Seymour Friedman directed, from Jerry Schatzberg's screenplay, based on a story by Harry Fried.

Life at a firehouse is full of under-currents as well as the actual tension generated in fighting fires. One man is caught cheating in a card game; another comes in drunk, and with Captain McLane; a friend of Williams is worried by hospital bills for his wife, about to have a baby, and there is an attempt made to murder tough MacLane. The tangled sleuth, all-cartoon style.

A friend of Williams's is a worried husband for his wife, about to have a baby, and there is an attempt made to murder tough MacLane. The tangled situation is complicated, and Williams, a merchant seaman, who planned only a temporary interlude as a fireman, falls in love and decides to stay on the job. The final reel also brings about a new feeling of respect by the men for their captain.

Running time, 63 minutes. General audience classification. For October release.

Coast Meetings on Disney's Feature

HOLLYWOOD, Sept. 5.—Ray Disney, the head of Walt Disney Productions, has announced a series of meetings at his Buena Vista studio, during which plans will be laid for the launching in 1951 of "Alice in Wonderland," all-cartoon feature. The meetings are scheduled for Sept. 11-16. Representatives of leading manufacturing companies who are tying up their production schedules with the Disney feature will be on hand.

Blumenthal Is Set


Future Fidelity productions definitely set are "My Wife the Celebrity," to be directed by Joseph Pulitzer and "Chuck-o-Luck," a Technicolor production starring Marlene Dietrich and due to go before the camera in November.

Blumenthal said that he felt Fidelity is the largest independent producing outfit operating in Hollywood, and is anxious and willing to undertake a major lot.

While in New York he is looking over prospective properties. "We're in favor of the star system," he declared. "We think it still pays off and people still like to see the popular old stars provided they are accompanied by others with new faces."

Greenhouse Resigns Coast Studio Post

HOLLYWOOD, Sept. 5.—Daniel P. Greenhouse, who has charge of motion picture production facilities at the former Nasser Studio, has resigned his post on the grounds that film producers producing on the lot found their operations subordinated to television producers' convenience.

End of Cincinnati Strand

CINCINNATI, Sept. 5.—The five-story office building housing the L200-subsequent-run Strand Theatre, adjacent to Keith's Theatre, in the heart of the downtown business sector, has been sold and the site used for a parking lot. The house a few years ago was a unit of the Telecome chain.
Business Upturn Noted on Wide-Scale; Feel Box-Office Turning Point Reached

A substantial and general upturn in business has been in progress throughout the industry for the past several weeks, lead-

See Definite Trend in Film Income Rise

Heartened by Upturn in Business

Product Credited with General Business Boost

SHOW BIG GAINS

Improvements In Business

SEES PEAK PROSPERITY

National Boxoffice Survey

Cool Weather, New Fare Hypo Biz; 'Words' Soars To First Place;

Happy Days Department

Happy Days Department

Sees Grosses Up

(Book the industry short "On Stage Everybody" and help our disabled vets.)
If you want good news phone your M-G-M Exchange!

M-G-M's
"SUMMER STOCK"
(Technicolor)

M-G-M's
"THREE LITTLE WORDS"
(Technicolor)

M-G-M's
"TO PLEASE A LADY"
(Technicolor)

M-G-M's
"DUCHESS OF IDAHO"
(Technicolor)

M-G-M's
"KING SOLOMON'S MINES"
(Technicolor)

M-G-M's
"TWO WEEKS WITH LOVE"
(Technicolor)

M-G-M's
"DEMON'S DOORWAY"

M-G-M's
"THE MINIVER STORY"

M-G-M's
"RIGHT CROSS"
COMPO Financing Plan Now in Effect

Voluntary contributions for the operation of the Council on Motion Pictures productions will be based on film rentals starting as of last July. The council will make certain that exhibitors in its territory will be informed by distributors either every twelve or six months as the distributor elects.

The contribution will be on a per-rental basis on the same amount paid by the exhibitor to be evenly matched by the distributor.

NY Grosses

(Continued from page 1)

the theatre, grossing $90,893, with $13,650 expected for the week. The gratifying response to the experimental engagement of a symphony orchestra in the theatre is said to have caused the Roxy to set up an advance sale of tickets for the duration of the week. The executives believe they have tapped a new type of audience while keeping their regula
tion patrons well.

“Sunset Boulevard,” in its fourth week at the Music Hall, with a stage show, is still making box-office history, having brought the Harold for the biggest Labor Day since its opening. About $16,500 is expected for the week.

“Tea for Two” with Gordon Mac
ta, Paul Winchell and Florence Za
bach on stage is headed on a tremendous first week’s $72,000 at the Strand. The house reports its biggest holiday weekend gross since 1941 with $5,080 for the four days and its greatest Sunday holiday weekend gross in 12 years, at $13,420.

‘Best in Four Years’

The Capitol reports its biggest Labor Day weekend business in four years, grossing over the $10,000 mark, perhaps a “Great Stock” and a stage show featuring Rosita Serrano, Nora Morales’ or
cur and in its fourth week the five day period from Thursday through Monday 70,086 admissions were run up and the week looks like a fat $60,000.

Excellent business was reported at the Paramount, where “Fancy Pants” in its initial stanza and Carmen Ca
tavallaro’s orchestra on stage are head
ed for $92,000. The Rivoli is still do
ing “The Two Way Out,” which will probably register $30,000 in its third week. “Three Little Words,” with Hal Le Roy. In its fifth week the State, is headed for $25,000, which is healthy. “Treasure Island” exceeded expectations in its second week at the Mayfair where the take was $32,700. The current week is estimated at $28,500, which is substantial business.

Our Week: Over $21,000, $1,243 in its first week at the Park, is prosperous with $8,500 in sight.

46 From Monogram-Allied

(Continued from page 1)

setting up of a new Monogram cate
cgory to be called “Gold Banner Pro
ductions,” to star Rod Cameron in two Cinemacolor films. Brody also disclosed that Wayne Morris has been signed for two Monogram pictures.

Brody stated that the Allied Arti
ts will be given a big promotion exhaus
tively. Of the six Allied pictures, “Southside 1-1000” and “Short Grass,” have already been completed.

Slate King Bros. Films

Two other Allied films, both to be produced under the Bruigs, are “The Fighting Rebel” and “The Syndicate.” King Brothers also are planning on two “Theatrical” and “Parlia
tment.” Winding up the slate will be “The Police Story.” Negotiations for other high-budgeted productions will be announced as soon as deals pending are completed.

Brody said, “The program which we have now in production will probably have stories based on themes devoid of medical treatments, psycho
drama or the like. Science fiction, play
tion and comedy will be stressed in all our films.”

Details for the two Cameron starrers in Cinemacolor already have been selected. One, “Cavalry Scout,” will be produced by Walter Mirisch, and will be based on the novel of the same title produced under the supervision of Scott R. Dunlap who will also han
dle production of the other two Cinemacolor attractions, “Sign of the Pirate,” “Rodeo” and “The Big Top.” Mirisch will produce the remaining color feature, “Flight to Mars.”

Lindsey Parsons will produce the two Wayne Morris features, “Train” and “Submarine.” The latter feature will be filmed at New London, Conn. with the cooperation of the Navy and “The Lion Hunters” will be produced for the “Bombe” series which star Johnny Sheffield and have Mirisch producing. The stories are based on Roy Rockwood’s novels, “Peggy Boy” of the Panama Canal and “Cav and Manana.” The duo also will con
tinue with two of the James Oliver program, “Conquest of Petroleum” and “Yukon Manhunt,” which will star Kirby Grant and feature Chi
nook, the dog. Parsons will produce “The Whip” at the Oetwa, the cooperation of the Canadian govern
tment and Brody will handle produc
tion of this film, “Roxy.”

Barney Gerould will pro
duce “Outside the Law.”

Set Two ‘Henry’ Comedies

Two more “Henry” comedies, “Father’s Wild Game” and “Father’s Wild Weekend” will be produced under the direction of Peter Scullly with Raymond Wall
burn starring.

Gordon Mirisch has scheduled two outdoor Western specials, “The Cattle King” and “The Maverick.”

It was pointed out that many of the new films are scheduled for the new season a group of 24 addi
tional two-reel subjects and 12 single reeds.

The action Westerns, six star
ing Johnny Mack Brown and six starring Whip Wilson, complete the picture. Conquest Fennelly will pro
cede the Westerns.

Test Early Closings

(Continued from page 1)

appear in the Long Island Daily Press and the Long Island Star-Journal an
ticipates “Father’s Wild Game,” starring “Queens!” The “election” aims to have the theatre of the county vote on a proposed change in the scheduling of shows.

Several months ago, Loew’s Embas
y, in North Bergen, N. J., launched an unexpected experiment in its second week at the Mayfair where the take was $32,700. The current week is estimated at $28,500, which is substantial business.

Our Week: Over $21,000, $1,243 in its first week at the Park, is prosperous with $8,500 in sight.

Goldfarb to RKO

(Continued from page 1)

company, which included RKO Thea
tres. Under the new arrangement, Goldfarb will work exclusively for RKO Radio Pictures and has been scheduled for the “Bombo” series which star Johnny Sheffield and have Mirisch producing. The stories are based on Roy Rockwood’s novels, “Peggy Boy” of the Panama Canal and “Cav and Manana.” The duo also will con
tinue with two of the James Oliver program, “Conquest of Petroleum” and “Yukon Manhunt,” which will star Kirby Grant and feature Chi
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Test Early Closings

(Continued from page 1)

RKO Circuit Meet

(Continued from page 1)

vidual situation will play in this busi
ess-stimulating campaign will be dis
to a slight extent. It will also include, from the home office, Robert Morgan, Tom O’Connor, Harry Mandel, Matty Polon, Robert Sherman, David Cana
vias, Maxie L. E. Thompson, Lee Ko
en, Harold Newcomb, John Red
don, Dave Bines, William Whitman, Dan Keneally, James Roth and divi
sion managers.

Out-of-town division managers at
tend a joint meeting at the Roxy in Do
ingo, Russ Ennis, Joseph Alexander, Jerry Shubak, Harry Weiss, Jay Golden and Hardy Meakin. The at
tend a joint meeting at the Roxy in Dong new market, metropolitan division managers are Mike Edelstein, Sigurd Wezo, John Hearns and Charles Oechsle.

in the meantime.

Goldfarb had been with UA for 14 years.

N. J. Allied

(Continued from page 1)

Owners Favor Myers’ Price Hike Proposal

Washington, Sept. 5.—Al
died, the Exhibitors’ Associ
cel Abram F. Myers that he has gotten “mostly favora
ble” reaction to his sugges
tions. Those who are operating in or near “the red” resort to “moderate” price increases.

Myers admitted that the one who agreed to be made preferable, was Snapper’s charge. The New Jersey Allied president also warned the members of the organization to expect aid of the various managers of the local offices. But the managers’ replies are not mate
tially helpful, he added, in that the subject to the distribution of the companies.

Non-members Join Protest

Snapper pointed out yesterday that the majority of the operators who are members of New Jersey Allied have registered complaints against availa
bly delays with the organization, the most vigorous complaints have come from theatre owners who are not members but who seem to be feeling that the organization do someth
ing to correct the situation.

New Jersey Allied as an organiza
tion is in a big state in the outcome of the issue, the manager to create, namely, that the non-members for whom it is “going to bat” may let the organization do something, but not they stand to benefit by joining the organization.

‘Andy Smith Week’

(Continued from page 1)

“Branch Managers Testimonial.” The week will mark Smith’s 35th anni
versary in motion picture distribution.

Deciding on “Andy Smith Week” as a major promotion, the company’s 1,243 employees of its 31 U.S. and six Canadian branches, the divisional chief selected Weekly Managing Editor
ager Herman Wobber to head a na
tional committee which will make plans for the week.

The committee includes: Division managers Harry Ballance, Atlanta; Charles Kessinger, Kansas City; Ray C. E. Moon, Chicago; Edward X. Cadi
tan, Boston; Martin Moskowitz, New York, and Arthur Silverstone of To
ronto. Also assistant division sales managers Paul S. Wilson, Atlanta, and Bryan Storer, San Francisco, will participate. "Andy Smith Week," he submitted the suggestion because of “the many re
quested a personal tribute from many exhibitors.
eventual recommendation to, and action by, the members of the committee.

Alport said that preliminary to ar-
viving at the formula, the British and American units of the technicians committee met several times individually and jointly. The British tech-
nicians included the representatives of the government of London and, while ex-
ers of the various American in-
vestors were present, this was not the MPAA London representative.

The U.S.-UK technicians in Lon-
don were assigned to reach agreements on the percentages of the amounts in-
ested by the American companies in British production, or of sums real-
ized from the distribution of British
pictures in America, or exposed for distribution rights to British films, which are to be applied as bonus con-
versions of steering over and above the £17,000,000 base permitted an-
nually. The bonuses, it is hoped, will provide at least £4,000,000 over and above the sums realized.

Also on tomorrow's agenda at the MPEA meeting is the pending US-
Argentine commerce agreement, in all probability, the Italian rental-
calling situation.

Alport is due to leave here for the
Coast for a vacation almost immedi-
ately after the meeting. His plan is to spend "two or three months" there, he said.

Motion Picture Association of America president Eric A. Johnston, who is in London to attend tomorrow's, the
MPAA reported. In any event, those who will attend mostly are presidents and a few alternates and all foreign department heads—will be fully qualified to approve or reject the agreement in whole or in part on the spot.

SIMPP Meets Today On British Pact

Hollywood, Sept. 5.—Society of Independent Motion Picture Produce-
ers president Alportthis morning a detailed report on the trade pact negotiations conducted in London to the organization's full membership at a luncheon at Perino's Restaurant. Arriving here today from Atlanta for the meet-
ing, Arnall will remain about 10 days, devoting time to other SIMPP busi-
ness and to meetings with individual producers elsewhere, then return to Washington SIMPP quar-
ters thereafter.

Robert C. Rubin, SIMPP executive secretary, also is here from New York.

British Trade Press Hit By Union Row

London, Sept. 5.—A dispute be-
tween the compositors' union and the London Motion Picture Association has hit the British film trade.

Kinetograph Weekly did not ap-
pear this week. Today's Cinema is endeavoring to gather graphic issues. The Daily Film Rent-
er is able to publish, at least for the time being, since fresh staff have been brought in by the Master Printers' Association. Fan magazines, which went to press well in advance of publication date, have appeared as usual, but current work in their offices has been suspended.

Barton Heads U.K. Pool As Finance Plan Starts Sept. 10

London, Sept. 5.—Sir Harold Bar-
ton, well known chartered accoun-
tant, has been named chairman of the British Production Pool, Ltd., by Harold Wilson, Board of Trade president.

The British Production Pool is a private company formed to adminis-
ter the financial pool to be accumu-
lated under the Eady entertainment tax plan for financing production here. Salaries of the chairman and secre-
tary, and all administrative expenses, will be paid out of the pool funds before anyone is distributed from it within the trade. The pool is due to start operating next week.

The pool company has 12 direc-
tors, each of the four trade associa-
tions concerned having three represen-
tatives on the board. All British pictures, screened after Sept. 10, whether new subjects or old, will be eligible for distribution from the fund. The method of payment from the pool has not been revealed yet but it is assumed that payments will be made on the basis of the picture's gross, with the larger gross pictures getting a proportionately larger amount from the pool.

Under the Eady plan, after Sept. 10, pictures to qualify will be assessed a
people for the amount of the entertain-
tment tax reduced by half. If the pool is
anticipated there will be an addition to the £1,795,000, which is fully anticipated
the companies.

The £813,000. The £26,615,205, the
£91,818 in dispute plan will calcu-
late the government tax.
PREVIEW PETE does it again!...

with a wonderful-WONDERFUL seat selling TRAILER on

When "Preview Pete" told your patrons about "Francis"...in that Box-Office powered N.S.S. trailer...he started all America talking...about that "talking mule"!...When you see "Pete" in his latest trailer success for "LOUISA"...you'll KNOW that no patron can resist the laugh-loaded combination of "Preview Pete"...those hilarious scenes from the film...and, Francis—who's talking again—but this time about "LOUISA."

"Pete" has switched from mules to "people"...and you'll love it!...So will your patrons!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY
British Press Says
Rank's Problems
Still Are Unsolved

By PETER BURNUP

London, Sept. 6—The annual financial report of J. Arthur Rank's Odeon Theatres, key company in his theatre and film organization, evoked generally indulgent newspaper comment today, the tenor of which was that he is farther out of the woods than most thought possible a year ago, but that he still has a long way to go.

Financial authorities observed that despite the appreciable reduction of bank loans and over-drafts during the past year, current liabilities still exceed current assets by £27,000,000 (US$49,600,000). They also pointed out that last year's deficit was largely offset by withdrawing more than £1,000,000 from revenue reserves, leaving the latter at around £100,000.

The situation also was partially rectified.

RKO Theatremen Will 'Beat The Drum' for 3 Months

At a meeting of RKO division managers from all over the country, Sol A. Schwartz, executive vice-president of RKO Theatres, yesterday disclosed that the circuit's nationwide "Boost Your Business" drive would run for three months, in October, November and December. He also revealed that the idea for such a campaign was originally suggested by the men in the field.

Noting that this was the first time a drive of this length was being undertaken by RKO Theatres, Schwartz said that the high quality of product coming from all major companies supplying RKO theatres warranted such a campaign.

Although he said things had taken an upswing, he urged showmen to use every device at their command to bring "that extra dollar" into the RKO box-office.

At the division managers luncheon at the Waldorf Astoria Hotel here (Continued on page 5)

NCA Board Rejects
Area Defense Unit

MINNEAPOLIS, Sept. 6—The North Central Allied board today voted to withhold approval of the Northwest Motion Picture Committee for National Defense set up at the request of Harry B. Young, Minnesota Amusement president, on the grounds the committee was not established in accordance with the procedure approved by the Council of Motion Picture Organizations, and NCA will ask exhibitors not to sign participation pledge cards sent out by the French unit.

The action was taken at the instigation of NCA president Ben Bell who said the use of his name in forming the French committee was without his approval.

The board also condemned the failure (Continued on page 4)

Mary Tuttle Heads
Circuit Personnel

Effective immediately, in connection with the separation of its theatre business from its picture business, the personnel department of RKO has been divided into two separate units,

Theatremen Oppose
Minimum Wage Rate

ALBANY, N. Y., Sept. 6—Recommendations by the nine-member Minimum Wage Board for a 75-cent hourly scale for amusement and recreation industry employees in New

COMPO Area Committee Plan Is Set

Establishment in every exchange area of voluntary committees to cooperate in the work of the Council of Motion Picture Organizations was recommended in a resolution unanimously adopted by COMPO's committee on organization at a meeting at the Hotel Astor here yesterday.

The resolution stated that the committee in each area would select an area chairman, state chairmen where desired, and theatre distribution, publicity, and lawyer chairmen representing groups affiliated with the industry who may be invited to participate in COMPO activities.

Complete local autonomy will be preserved, according to the resolution. "There will be no effort," it stated, "to suggest that exactly the same procedure be followed in the formation or administration of the local committees."
All Legislatures Adjourn, Leave Industry Unscathed

WASHINGTON, Sept. 6—All State legislatures have now quit, and the industry came off scot-free in 1950, according to the annual report of the Motion Picture Association of America. One more legislative session is over, and the special session starting Sept. 20, but nothing threatens there, Byrson said. Thirty states legislatures sat in regular sessions this year and 13 had special sessions. The industry’s closest call came in Kentucky, where it was considered necessary to pass a showmanship bill and an increase in the state’s admission tax from 10 per cent to 20 per cent.

Next year, being an odd-numbered year, will be another odd one, Byrson warned. Forty-four state legislatures will meet, starting Jan. 3. The only exceptions will be Virginia, Louisiana, Mississippi, and Missouri.

MPAA Letters Spur MGM Safety Film

Twenty thousand letters have gone out to civic leaders throughout the nation in the first of a series of pro-motions urging support of the “MGM Safety Drive,” the Pete Smith-M-G-M one-reeler on industrial safety. The letters were sent from the New York offices of the Motion Picture Association of America.

The film was selected by Eric Johnson as the seventh in the public affairs series which he and the MPAA are sponsoring. The letters contain additional safety precautions in the light of the war emergency.

N. Y. Radio ‘Plugs’ Bob Hope Picture

An extensive radio and advertising campaign for Bob Hope’s “Fancy Pak” picture, “Take Me to the Drive,” has been launched.

The campaign, which got underway yesterday, features radio “plugs” for the picture on WNBC on a round-the-clock basis for the next three months. Correspondingly, according to reports, the Youngstown, vice-president in charge of advertising-publicity for Paramount, these promotions will be in the form of institutional station breaks recorded by Hope and “tailored” to meet various audience needs.

To Cite Universal For ‘Sleeping City’

The industry and Universal will be awarded the special “Certificate of Civic Merit” by the City of New York at ceremonies to be held at a luncheon at 21 Club here on Monday. It is being awarded for the lubrication contribution to the civic, cultural and commercial advancement of the City of New York. Universal’s opening of the film “The Sleeping City” as the first film (in recent years) of a series of important pictures to be shot in its entirety in New York.

78% Havana Income Is From US Films

Washington, Sept. 6—Commerce Department official Nate Golden reports that in 1949, 185 U.S. films accounted for 121 of the features and $1,183,690, or 78% of the receipts. Mexico was next with 41 features, accounting for 11.2% of the receipts.

Altec Sets Special 13-Week Sales Drive

A sales drive embracing the services and products of the Altec companies will begin today, according to Altec president Erich F. Zanuck, 20th Century-Fox production chief, commending him “for serving humanity through the arts” with such anti-discrimination films as “No Way Out,” “Pinky” and “Gentle Willing.”

The presentation be made Wednesday night at production on the stage of the Rivoli Theatre where “No Way Out” is playing. The presentation will be made to servicemen at the Tiffany-Curtis-Hall, ANT executive director.

Among the speakers will be Corwin, chief executive, Altec, who will introduce members of the “No Way Out” cast, including Milford Joanne Smith and Dots Johnson.

Corwin at Truman Meet

San Francisco, Sept. 6—Sherrill C. Corwin, president of the North Coast Theatres Corp. and a representative of the Theatre Owners of America, will attend the COMPO convention with President Truman in Washington tomorrow. The White House conference was scheduled to discuss the industry’s activities in the war effort.

Yellen Host Tonight

BUFFAL O, Sept. 6—Max Yellen, president of the company operating the “Cables,” is to host a dinner which is to be held at the Home of Cinema in Orchard Park tomorrow night.

Industry Stock Trading Light

WASHINGTON, Sept. 6—Leonard H. Goldenson, president of Universal-International Theatres, has exchanged 500 certificates of interest for 500 shares of his firm’s common, and in addition has purchased another 300 certificates, according to a report submitted to the Securities and Exchange Commission by Goldenson’s holdings to 900 shares of common and certificates of interest for another 100 shares of the preferred and no common.

Frankovitch Cites Italy’s Cooperation

Italian governmental authorities are the most sincere, Mihail Frankovitch, independent film producer, declared here yesterday. He said that he considered Italy an ideal place for film-making.

After producing Westerns and serials for Republic for 10 years Frankovitch will travel in Italy in search of free-lance. During that period he produced a film tentatively titled “The Smuggler’s Song,” one picture with Tony Garnett in Switzerland, and another with director Guido Totti.

“I am currently dealing with Goldwyn for Farley Granger,” he said, and I have been promised a picture from Selznick. It has not yet reached completion with either of the stars.”

Frankovitch is also engaged in a three-cornered deal with Woolfe Brothers in England and Joe Kaufman in which exchanges and distribution territories are split “to lessen the chance of a gamble.” He is scheduled to return to Europe today.

Smith Drive-in Continues

Wilford P. Smith, owner and operator of the Garden Auto-Torium at Lockwood, N. Y., has announced his intention to continue operation at least through the Christmas-New Year’s holidays, and longer if the winter is mild. A drive-in which opened last spring, was the first drive-in in its area to be wired for in-car speakers, and the units themselves were installed this week.
I oughta know bub... They all went to see Warners' 'TEA FOR TWO'!
Minneapolis Boost Predicted For Fall; Record Sales Seen

Minneapolis, Sept. 6. — Indications point to an upswing in theatre attendance in this area in the fall, in the opinion of reliable trade sources. In some instances, the prediction is that ticket sales may even go beyond those of boom days.

Harry D. Brant, Sr., president of Minnesota Amusement Co., has stated that "a big upswing has hit us almost overnight." He added that this is particularly true with outstanding pictures. French forecasts a fall ticket boom because of improved conditions generally and in particular because of improved box-office potentials of forthcoming product.

French said his circuit intends to get behind the new releases on a greater scale of showmanship than ever before.

A distributor spokesman asserted that "we are expecting our income to rise to wartime peaks and remain stable throughout the winter and spring. Branch managers indicated expectations for a better business starting with the fall season."

Reassign Theatres to FWC Cal. Districts

San Francisco, Sept. 6. — Following the recent split up of theatres between West Coast, Golden State and T. and D. Enterprises, several changes in the composition of FWC districts have been made.

The Crest Theatre in Reno has been returned to the jurisdiction of Herman Kerski, San Francisco district manager. With the addition of the Parkside, Noc and Midtown here, all acquired from Golden State and T. and D., the district now has eight theatres.

Others in the deal, the Palace, Paragon, Grand, Pacific, Aragon, and Caliente in Oakland, come under the supervision of Fay Reeder, giving his East Bay district nine theatres. On the Peninsula, Harry Seidell takes over the T. and D. and Hi Ho at Palo Alto and Tenacore, raising his theatres in that district to 16.

James Kunt in the Valley now has 21 houses in his district that with the addition of the Lodi and State at Lodi; the Turlock and Fox at Turlock; Lindsay at Lindsay, and the Del Rey at Hughson.

25 Features Are in Work on the Coast

Hollywood, Sept. 6. — The production tally has continued its march, making a total of 25 features in work. Seven were started, while six were completed.


Heinemann Will List 19

(Continued from page 1)


December releases: "Golden Salamander," starring Trevor Howard and Michael Rennie; "Range Rider 3," as yet untitled; "The Kid from Mexico," Ben Bogoea production starring Mickey Rooney, Wanda Hendrix and Robert Preston; "Tinderbox," a car-
toon feature in Anscot color based upon a Hans Christian Anderson fairy tale, and "White Heather," a David Rose presentation starring Ray Milland and Edith Evans.

This will be Eagle Lion Classics first national sales conventions and will be attended by top executive producers who release through ELC, regional sales executives, branch managers, salesmen, bookers and home office executives and their department heads.

A similar setup is planned for a Chicago cagoo meeting which will be held at the Belvedere Hotel on Sept. 14-16.

The company has invited representatives of the trade press to a convention luncheon at the Warwick tomorrow, and to remain for the afternoon's business session which will be conduct-
ed by Heinemann and B. G. Kranz, general sales manager.

The following list of producers and their representatives have been invited: N. Peter Goldfarb, Jack Schwartz, Sid Smenov, Neil Agnew, representing David Rose and Lester Cowan, Edward A. Golden, Build Rogers, Harry Thomas, Irving Lersery and Solomon Brothers, New York; Frank Meloff, Rehberg Goldsmith, inc., Frank Meloff, and Harry Kostiner, Manufacturers of Directory Connections. The J. Arthur Rank organization will also be represented.

The program will be given by representatives and executives personnel in clude: William C. MacMillen, president of ELC; Heinemann, Kranz, and Edward D. F. S. L. Seilenmann, E. A. Arasteh, Joseph Schlieffer, representing Frank Rehasen, Leon Brandt, Lione Brie, Stephen Strassan, representing Frank Reference, J. C. Goelt, W. Frost, William Markert, Ted Haggerty, L. R. Beazer and Robert Ber-
hard.

Also attending will be division managers and executive officers of all the exhibitors and theatre managers George Waldman and Clay-
ton Eastman.

Canadian Industry

(Continued from page 1)

special emergency session of Parliament in connection with the move for a heavy increase in the defense budget in the face of the international situation. Intimation will include that more taxation as well as trade restrictions would be inevitable because of the uncertainty of expenditures for national protective steps.

Luxury items, which might include a re-examination of excise taxes and intimated, and basic materials would be diverted to munitions. There is also the suggestion of the return to parity of the Canadian dollar, now at a 10 per cent discount, because of increased government spending in the U.S. Imports may be restricted in some fields.

The situation is such that a general meeting of the Canadian film industry is expected to be called within a month. Producers are known to be planning a conference at Ottawa for the proposal, and they plan to approach some exhibitors for an upward revision in admission prices to even out the dollars scale which resulted from the dollar changes in the past year's market move. Ottawa believes in the event that theatre prices are stabilized by the government as was done in England earlier when exhibitors were caught with depreciation ad-

cessions.

NCA Board Rejections

(Continued from page 1)

ure of film companies to relieve the plight of subsequent run Twin Cities exhibitors in a resolution charging disin-

The board expressed a definite feeling that both cities should re-examine admission price policies in light of their rapidly increasing cost of living, caused by hiking prices up and down the line. Some board members indicated the directive to only once companies between the 60-cent top at subsequent run city houses and outstate situation prices and the 70-cent top at the Twin Cities first runs is the main obstacle to overcome in any general price lowering.

It is believed this small spread will be called to the attention of the first run operators by some means not made known by the NCA board.

Mary Tuttle Heads

(Continued from page 1)

one for RKO Service Corp., the then-ate company, and the other for RKO Radio Pictures.

Mary E. Tuttle, who has been personnel manager for both Service Corp. and RKO Radio Pictures, will continue as personnel manager of RKO Service and, in addition, will assume the duties of executive director for the theatre company.

Robert Goldfarb, who recently re-

Minimum Wage Rate

(Continued from page 1)

York State, with variations for in-


cidual classifications and for cities over and under $3,000 will be opposed by the state constructing local Industrial Commissioner Edward Coris.

Local exhibitor opponents of the in-


troduction of the wage rate plan, should be left to the local supply-and-demand situation. They stated that virtually all employees in the board's classifications have other sources of incomes or are part-time workers.

Suggested schedules would be costly to theatres, they declared.
**US-UK Pact**

(Continued from page 1)

can obtain an additional dollar allowance.

First, by producing pictures in England, American producers can put in dollars an amount equivalent to between 20 and 30 per cent of the amount invested there in pounds.

The second of the twin fields of obtaining additional dollar remittances, courses not to be determined, is the extension of the operation of distributing British films in this country and by buying British films outright.

Arnall also discussed distribution in Germany and announced that application has been made by the SIMPP for an adequate number of import permits for independents during the coming year.

George Schaefer, foreign sales executive, also discussed foreign distribution: Arnall will remain here for 10 days.

**French President at Wilcox Film Premiere**

London, Sept. 6—Maurice, President of France, and Madame Maurice will attend the Paris opening of Hervé Vilard’s “Pompe” at the Paris Opera House on Oct. 20.

The film, which recounts the story of the half-English-French Odette Churchill in the French Resistance, is in its fourth month here, where its première was attended by Their Majesties, the King and Queen.

**Monogram to Reissue ‘Our Gang’ Comedies**

Hollywood, Sept. 6—Monogram has secured 30 two-reel and 15 one-reel “Our Gang” comedies from Joseph Auerbach for re-release, the company announced here today.

Monogram had previously acquired 20 two-reel and 10 one-reel subjects from Auerbach.

**Grief over Morris**

San Francisco, Sept. 6—James Cox, son of H. C. Cox, vice-president and treasurer of National Theatres, arrived here from Los Angeles yesterday to become a booker at the local office of Fox West Coast.

**Reviews**

**Indian Territory**

(Gene Autry Production-Columbia)

GENE AUTRY WHO has made his delivery and an interesting screenplay by Robert S. Hall, which provides a full quota of action and gunplay, places this latest Autry production, produced by Armand Schaefer and directed by Joseph M. Santley, at the top of this list of series of films through the first quarter of the coming War is the time of the action, which has Gene, commissioned as an officer in the Union Army, assigned to break up Indian raids, engineered by James Griffith, the “Apache Kid,” and Philip Van Zandt, an Austrian of fortune.

Comedy relief is supplied by Pat Buttram, while Kirby Grant and Gail Davis provide the love interest in this sepia production. Between helping to clear up order and solving the Indian problem, Autry manages to sing and play a few songs.

William Bradford, director of photography, does a fine job, especially shooting of the Indian stampede scenes.

Running time, 70 minutes. General audience classification. September release.

**Train to Tombstone**

(Lipton)

Hollywood, Sept. 6.

ollowing the genre established by “Stage Coach,” producer-director William Berke recounts the stories of a motley collection of wayfarers abroad in the West. He utilizes a train instead of a stage coach. Indians and outlaws dashed as Indians provide the action in two attempted holdups of the train and though a modest budget limits the running time to 56 minutes, the film is talk-jockeved and slow-paced until the first shot is fired.

While the train is the principal hero, it comes into the picture fairly late, leaving Wally Vernon to carry the interest with corset-saloon man type comedy until then. The script, by Victor West and Orville Hampton, provides ample material for a good deal of variety and a train scene for “Train to Tombstone” in about 1890. There is the corset-saloon, a doctor, a minister, a dance hall girl and her untrained recruit, an Eastern girl whose leg hemorrhage kills her, and several other gabes a lot of help in constructing for them to establish their separate stories, with Barry boariding the train enroute as a genial outlaw who turns out to be an Army officer operating undercover. Others in the cast are Robert Lowery, Tom Neal, Judith Allen, Phillips, Barbara Stanwyck and Ed Cassidy.

Running time, 56 minutes. General audience classification. Release date, not set.

**Problems'**

(Continued from page 1)

...trived by the sale of various properties which yielded a profit of more than £1,000,000, but this process is hardly likely to continue.

The authoritative Financial Times said: “Odeon was able to meet very heavy income tax demands and other dues only by recourse to profits made vade for a share of tax refunds. It will take a decade of profits on a scale hardly to be en- countered in the moment to Odeon’s finances on an even keel.”

Within the trade, Rank’s statement is impossible to produce pictures profitably here was disputed, with the profitable production experiences of Herbert Wilcox, Carol Reed and others being cited.

The Express was the only newspaper to comment that Odeon’s difficulties probably derive from its shouldering the huge production liabilities of General Cinema Finance Co. in Dec., 1948.

Rank, however, dates all of his mis- fortunes to the imposition by the British Government of the prohibition of ad valorem duty on American films, which led to the halting of their shipment here for a period of nearly a year with serious repercussions at the box-offices of Rank’s theatres.

It is understood that Rank proposes to limit his direct interest in the exhibition, including deals with independent producers, to between 16 and 20 pictures during the coming year.

**New Format Is Set**

For SMPTE Meeting

Departing from the traditional format of its convention programs, the Society of Motion Picture and Television Engineers introduces several innovations in a schedule released for the Society’s 68th semi-annual conven- tion, to be held at the Lake Placid Club, Lake Placid, N. Y., Oct. 16-20.

Packaging an array of news, ideas, demonstrations, and discussions in 10 technical sessions, this new format eliminates all evening technical sessions but one, utilizes all mornings and afternoons of the convention week except Monday morning, and separates the presentation of the annual awards and the introduction of new officers.

The Society’s Journal Award, its Progress Medal, the Samuel L. War- ner Memorial Award, and honorary memberships will be presented at a special session Monday evening. The committee for the occasion having the president’s address.

**Industry in Mexico**

Rallies to Protect Itself from Video

Mexico City, Sept. 6.—Fearful that television will take a heavy toll of theatres in the competition for the amusement peso, exhibitors here have succeeded in inducing most of the film industry to join them in placing before the National Council of Cinematographic Art a program which they have devised to protect themselves against video’s assault.

The Council, whose aim is to foster and improve Mexican films, was created by President Miguel Aleman. It is composed of top government officials and representatives of the trade, including labor.

The advent recently of commercial television here prompted exhibitors to hold “emergency meetings” with Andres Serra Rojas, director general of the Council of National Film Industry, which finances most of the Mexican film industry.

Meanwhile, the trade continues to get substantial financing from the two banks which have been its sources of backing. Rumored to have been reported in its July 31 balance sheet the granting of loans, credits and discounts totaling $4,35,862, while the newly-organized Credito Cinematografico Mexicano in its balance sheet of that date registered $1,213,579.

**Mexico Launches First TV Station**

Mexico’s first television station, MHTV, is now in operation in Mexi- city, according to word received by the RCA International Divi-

diision.

The inaugural program consisted of a remote pickup in which President Miguel Aleman delivered a message to the Mexican people at a joint ses- sion of the Mexican Congress in the Chamber of Deputies. Regularly- scheduled programs will be telecast live to seven P.M., week days, and four to seven, Sundays.

**Massachusetts Will Not Censor Video**

Bosor, Sept. 6.—The Massa- chusetts Department of Public Safety’s Bureau of Sunday Censorship stated today that it does not contemplate any censorship of motion pictures which have been shown on television stations in Bos- ton. For the present, the department stated, it will let television viewers to atone use their discretion as to what they want to see.
"No picture has come from 20th Century-Fox this year with greater promise of being a box-office smash...a refreshing experience in movie-going that goes straight to the heart. It is pictures such as this that make the exhibitor overflow with optimism!"
Theatre Bldg.
Controls Not Yet in Sight

Steelman, yesterday, the Tom one-tenth arbitration Depinet, the regional the top meeting Screenin

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CLASSICS Roosevelt 4) or (Continued

(Continued page 4)

Report Kravetz to Head UA Foreign

Max Kravetz, secretary of United Artists, will assume supervision of the company's foreign distribution, it was reported here yesterday.

At Love, veteran of the UA foreign department, has been conducting foreign operations since the resignation in July of Arthur W. Kelly, former executive vice-president of UA, which was followed by the departure of other veteran UA foreign department officials from the home office, including Harry Schroeder and Tom Mul-

(Continued on page 5)

RKO TO TAKE ITS 'BOOST YOUR BUSINESS' DRIVE INTO THE FIELD

The first of a series of regional meetings to be held for the managers of the RKO circuit to discuss RKO Theatres' three-month "Boost Your Business" drive takes place today at the Waldorf Astoria Hotel here under the chairmanship of William Howard, assistant general manager. Representing the Eastern group, theatre manage-

(Continued on page 4)

MPEA Board Accepts UK Pact Formula

34-Millions Earnings in UK Seen for Pact Year

The board of the Motion Picture Export Association, at a meeting here yesterday, ratified in principle the terms of the Anglo-American remittance formula which was drafted in London by the US-UK technicians' committee, the MPEA announced following the meeting. Only "minor changes," which the British are expected to accept without question, were made in the agreement by the board.

The pact, which will become effective on Oct. 1, calls for remittance from England of earnings up to $17,000,000 during the next 12-month period. In addition to this amount, the American companies will be permitted to convert into dollars a sum equivalent to 25 per cent

Name Compco 'War' Groups

To cope effectively with requests and problems arising from the national emergency, Ned E. Depinet, Council of Motion Picture Organizations president, yesterday announced the establishment of three new Compco committees: a Screen Committee, Production Committee, and Distribution Priorities Committee.

The Screen Committee, composed

Compo Group Meets With Truman Today

The first meeting of COMPo's committee on cooperation with the U. S. government to determine the probable services it may be called upon to perform during the international emergency will be held with Presi-

(Continued on page 5)
Personal Mention

RED JACK, United Artists South- ern's public relations manager, left here yesterday for a tour of Western exchanges.

CHARLES EISLER, 20th Century-Fox advertising-publicity vice-president, is recuperating from a virus attack at Westport, Conn.

WILLIAM F. RODGERS, M-G-M sales vice-president, will hold a press conference on Sunday in Hollywood, with a stopover at Chicago.

RUTH STONE, secretary to Eagle Lion Classics president William C. MacMillen, Jr., is vacationing at Cape Cod from New York.

ABRAM F. MYERS, general counsel of Allied States Association, returned to Washington yesterday from New York.

ED FITZGERALD, Paramount Buffalo branch manager, was here from that city.

WILLIAM DUFFLE, director, will arrive here tomorrow from Europe on the S. S. Coronia.

R. C. STROCK, Westrex recording manager, has left here for the Coast.

Murphy, Tourtellot in New Posts at MOT

Arthur Murphy, general manager of Life Magazine, has been appointed general manager of the March of Time division, by Roy E. Larsen, president of Time, Inc.

At the same time, Richard de Rochemont, producer of March of Time, named Arthur Tourtellot director of March of Time's television productions, a new department in the latter organization. Tourtellot became an associate director since Feb., 1949. He joined the staff as a writer in 1942.

Trans-Lux Suit

Plaintiffs ask that the agreements, which were being carried on by the Trans-Lux Embassy in Dobbs Ferry and the acquisition of the lease of the Hastings on-Hudson, and purchase of the Colony and Granada and other theatres here be rescinded because the "fact of dual corporations and the dis- vided loyalties of the defendants" and amounts paid allegedly were concealed from the Trans-Lux board.

Brandt, the complaint states, was president of Sherbrook Realty Corp., and Sehel, Inc., the firms described as owners and controllers of the Embassy and the Hastings at the time of sale. The firms have been dissolved meanwhile, according to Throckmorton. Plaintiffs charge that an excess sum, more than $2,000,000, was paid for the house by Trans-Lux, without knowledge, and that additional sums were expended for refurbishing.

Parkton Sues Majors, FWC

Hollywood, Sept. 7—Strong and Schwartz, counsel for Parkton Theatres, Inc., owner of the Park Theatre, Huntington Park, today filed a civil action seeking $72,000 damages from major distributors and Fox West Coast and Warner theaters, charging monopoly and conspiracy to violate the Sherman anti-trust laws.

The suit also asks the court to compel FPC and Washington, D.C., defendants, to turn over to themselves their theatres in Huntington Park to the highest bidder "who, in the opinion of the court, will be furnishing the best service and abides practiced by the present owners."

Balaban Host at UJ Phone Drive

Barney Balaban, Paramount president and co-chairman of United Jewish Appeal, opened an amusement division executive committee, will be host to divisional leaders at his office on Sept. 19 when a mass telephone solicitation will be conducted for funds for the Jewish Welfare Fund. A full day was planned, with Balaban host at luncheon.

"We want the top men in our field," said Sam Rosen and Fred Schwartz, division chairmen for the 1950 drive, "for a final intensified effort to reach everyone who has not been approached yet or who has given inadequately."

The admissions division is back by a year has been set at $1,000,000.

Building Controls

(Continued from page 1)

World War II laws, under which the wartime building controls were imposed.

However, even though the power exists, there is no disposition to exercise that power at present.

Commerce officials say that the existing defense program will cut into the supplies of steel, building materials and other items by anywhere from four to 10 per cent, but no all-out curtailments for construction.

At present, the Administration's plan is to work out voluntary allocations agreements among producers of critical and scarce materials, possibly to allocate the materials themselves or more likely to agree to a government system of market allocations and priorities to cover defense orders.

Under this scheme, theatre-owners, television manufacturers and all other non-defense users will be left free to serve as the sellers of materials and materials of the market. There is no feeling at present that the Administration should interfere with the way down the line.

Exhibitors planning to build a new theatre or add to their present theatre will in the coming months probably be hurt mildly by the fact that they may not get all they need in this scramble.
High on the Warner Bros. list of ascending stars is Ruth Roman. She is now being starred with Eleanor Parker and Patricia Neal in "THREE SECRETS"
MOTION PICTURE DAILY
Friday, September 8, 1950

The World Market, This Week's 'Herald'

MOTION PICTURE HERALD's current edition presents in a 40-page special section its fifth annual "World Market" salute to those in international trade in motion pictures.

It tells in words and in pictures the story of the industry around the world, in special articles and in news reports, with numerous stills from foreign product, pictorial displays presenting personalities in the world market, trends in foreign theatre design, lists of foreign supply dealers, and other features.

RKO Field Drive

(Continued from page 1)

head of the vending department. Also, there will be talks by S. Barrett McCormick of RKO Radio; Mort Blumenstik and William Bumbridge of Warner Brothers; Charles Einfeldt and Jonas Rosenfeld from 20th Century-Fox, and Hank Linton of Universal-International, each of whom will discuss the product of his respective company.

Following this gathering, a home office contingent including Schwartz, Howard, Mandel, Polen and Sherman, will meet with RKO managers from Cincinnati, Dayton and Columbus, in Cincinnati, next Wednesday. The third meeting, a two-day affair, will be held in Chicago next Thursday and Friday, for RKO managers from Chicago, Champaign, Detroit, Kansas City, New Orleans, Omaha, Grand Rapids, Minneapolis, St. Paul, Cedar Rapids, Davenport, Des Moines, Dubuque, Marshalltown, Sioux City and Waterloo.

Schwartz will proceed to Los Angeles to conduct a meeting of the Los Angeles, San Francisco and Denver managers on Monday, Sept. 18.

MPEA Accepts UK Pact

(Continued from page 1)

of sterling expenditures for film production in Britain; 50 per cent of sterling expenditures for outright purchases of British films, and 50 per cent of sterling paid to British interests for distribution of their pictures in the Western hemisphere.

Fayette W. Allport, MPAA international division representative in England and a member of the U. S. technicians' team, interpreted aspects of the formula at the meeting and said it is expected that the eight MPAA companies will hold $7,635,000 in frozen sterling in England on Oct. 1. This, he said, can be added to the sterling which "should accrue to the Americans during the year." He estimated that the eight companies will have earned in Britain by Oct., 1951, some $5,450,000, for a total accumulation of $42,185,000.

$4,000,000 Minimum

A minimum of $4,000,000 is expected to be remitted to the Americans (including Society of Independent Motion Picture Producers member companies) under the "bonus" conversion provisions, which, plus the guaranteed $17,000,000, represents an expected total of $21,000,000 minimum for the past year.

Allport reported that during negotiations the Americans took the position that, to insure "bonus" earnings totaling $4,- 000,000, "the possibility of earning 50 per cent of the total should be with the eight MPAA companies, this being the estimated proportion of unremittable sterling in their hands."

The original British objective, Allport said, was to limit bonus earnings to $2,000,000, while the MPAA companies' aim was a bonus of $1,380,000 (the amount available to the companies and at their disposal on the basis of the amount of frozen sterling in which would result in remittance of at least $4,000,000 for the year.

British Pounds Rule

It has been settled under the pact that all investment by the Americans in British production will be calculated in British pounds at the rate of potential under the accepted 23-50 per cent basis is held by Allport to be $10,000,000. It was worked out, however, that this does not take into account some $5,700,000 in unremittable sterling which can be set aside, including potential earnings, etc. According to Allport, if this latter amount is channelled into bonus earning activities, the earnings "could and should" exceed the $4,000,000 foreseen bonus remittance by a substantial margin.

It, as Allport anticipates, the eight companies will have a total of $42,000,000 frozen in Britain as of Oct. 1, 1951, the companies should have $13,755,000 during the year to invest in bonus-yielding endeavors in England in accordance with the formula.

Allport revealed that during 1948-50, five American companies spent $15,004,000 to produce 23 films in distribution of British films in the U.S. and acquisition of British pictures.

Additionally, three companies, Para-, Universal and a number of independents, spent in these two years $2,374,000 for a grand total investment of all $17,378,000.

In Principle' Clause

Stipulation by the board of an "in principle" accepts of the formula is understood to be a manifestation of tacit disappointment that "only 25 per cent of the sterling expenditures for film production in Britain can be remitted under the bonus provisions. The American companies had "hoped for a better deal" in that respect. The "minor changes" which were made in the pact by the MPEA board were described as being of the "punctual variety."

Basic terms of the film deal were negotiated in London last July with the British Board of Trade by an American film industry mission headed by Eric A. Johnstone, MPAA president, and Ellis Arnall, president of SIMPP.

The board voted a unanimous expression of thanks to Allport and his technicians team, which included U.S. executives in England, for "their arduous and complex task of evolving an acceptable operating formula."

MacMillen Sees

(Continued from page 1)
age, who renewed old acquaintances from the rostrum, and outlined the job requirements each sales delegate is expected to fulfill.

The meeting, which concludes Saturday, opens another to the Blackstone hotel in Chicago for a three-day regional meeting on Sept. 14-16, is attended by all ELC sales delegates, by a group of producers and directors, producers' representatives, including: N. Peter Ratliff, Jack Schaefer, Jack Schwartz, D. Albert Golden, Budd Rogers, Harry Thomas, Irving Lesser, Seymour Poe, Frank Barndt, Harry Kosiner and Jerry Dale.

Lesser's Firm

(Continued from page 1)

wood pictures suitable for art house distribution along with his schedule of 15 imports. The Hollywood product, he said, will be of the type that normally is not handled by major distributors and that there is no national or international outlet through a single organization at this time.

Principal International will apply for membership in the Society of Independent Motion Picture Producers and will apply for import licenses in foreign markets abroad for the American pictures which it will handle, it was further explained. It said, will be selected from among those which cannot get into foreign markets now under Motion Picture Export Association licenses.

Lesser, who returned at the first of the month after a five months' European trip, said the first two of his 15 annual imported releases will be "The Sense of an Artist," which is currently enjoying its foreign distribution, and "Twin Trouble," of which Lesser was co-producer and which stars James Mason and Linda Darnell. Both films were made in Italy. The second will have additional scenes to be shot in Hollywood.

300 Outlets

The still incompletely plans for distribution contemplate 150 established art house outlets for the pictures and 500 additional British Lesser believes will be of interest in the schedule on the franchise basis. Royalties for the franchises are expected to be paid in American currency, and the American company has assigned rights to the imported pictures. The entire program, however, was described as an attempt to present American cinema in the best opportunity for his and Mike Rosenberg's Principal Theatre chain on the West Coast.

Additional product is to be supplied by Elic Ponnert and Arthur Bremer who, in association with Lesser, will produce a new series to be made in Germany under the title of "Lammy Budd, American," based on the book by Sinclair Lewis. Ponnert will come to Hollywood next month to aid in selecting an American director and star for the series, first of which will be started in March for release next September.

EL-FC Action

(Continued from page 1)
gave at the ELC sales meeting yesterday at the Hotel Warren.

Meanwhile, attorneys for the defendants report that an additional 20-day extension has been secured for filing answers to Kauflin's summumns and complaint. Originally, the answers were due to be filed today.

MacMillen told the meeting that notwithstanding the litigation, the "friendliest kind of relationship" exists between Lion and Joseph Bernhard, FC president who became ELC board chairman when his company entered the yet-to-be-completed merger that brought ELC into being. He assured the meeting the merger would be consummated through negotiation with Bernhard.

The ELC president said he could not say when the merger would be completed before a "jury." There is but a single point that can be arbitrator to obviate a jury and that is the merger describing it as the question of "how much in dollars and cents is the FC assurance entitled to as a result of "tail-end" distribution?"
20th-Fox’s ‘Eve’ Policy

(Continued from page 1)

there are definite advertising-publicity values in the policy. Many cited it as fine showmanship.

Robert Wilby said: “There isn’t much argument about the advantages of seeing a picture from start to finish. But there are the-atre problems involved in any plan which would make it impossible to sell a ticket to see a patron once the film is in war bonds. At any rate, my present inclination is to try scheduled performances in those of our theatres where a policy may fit.”

John J. Fitzgibbons, president Famous Players Canadian Corp., reacted favorably in principle, at any rate, and may try it in some situations in Canada. “I am not quite prepared to say, however, how I would react if 700 theatre seats are empty and 700 peple are outside trying to get in. The temptation to sell those tickets might prove irresistible.”

Sam Switow, Switow Enterprises, Louisville, looked upon the idea with displeasure. “We tried this very thing in Louisville on ‘The Window.’ No one was interested,” he said.

Wilbur Snaper, Snaper Theatres, operating in southern New Jersey, took the view that the plan was “strictly big city” and not applicable to small-town operations. “In small towns, there, it is common practice in limitless towns throughout the United States to have a seven P.M. and 9:15 P.M. show. And lots of people get there on time, too.”

Leo Brecher, Metropolitan New York, operator, was convinced “All About Eve” is the kind of attraction which required scheduled performances. He may consider the plan when the film plays his Plaza Theatre in the fashionable midtown section of New York.

Edward Lachman of Bonton, N. J., lined up with Snaper.

Edmund C. Grainger, president, Jameson Amusement Co., which operates in Massachusetts, New Hampshire, New York, Ohio and Pennsylvania, thought the plan might heighten public interest in motion pictures and, therefore, intends going along with the policy where his situations permit. “However, we did try it in Pittsburgh on ‘The Best Years of Our Lives.’ The weekend was big, but the rest of the week fell off. I don’t think the plan can work universally. However, it is worthy and deserves to be tried. I am fearful, however, of any operating policy under which the ticket buyer cannot go to a show whenever he pleases. To attempt otherwise would place a restraint on him which he might resent long after a particular picture has been played and forgotten.”

Manny Frisch, Randforce Circuit, said: “I think the picture is unusual and especially good. However, I prefer to wait to see the results of the policy at the Roxy and other first-run houses before passing judgment on the policy itself as neighborhood is concerned. At any rate, before saying whether an idea of this kind is good or bad, I think it best that it be given a chance to produce results.”

Among those who chose to withhold all comment for the time being were executives of Warner, Loew’s and Fabian Theatres.

ITOA Okays

(Continued from page 1)

praising the officers, executive board and the various committees of the all-industry organization for their efforts in launching IOTA and its programs.

Arrangements were made at the meeting for a luncheon at the Hotel Astor on Oct. 5 at which the following elected officers will be installed: Harry Brandt, president; David Weinstock, board chairman and first vice-president; Max A. Cohen, second vice-president; Julius Sanders, third vice-president; William Namenson, fourth vice-president; Leon Rosenblatt, treasurer; J. J. Goldberg, secretary, and John C. Bolte, sergeant-at-arms.

Plans were outlined at yesterday’s meeting whereby ITOA member theatres in Queens, Yonkers and Mount Vernon will cooperate with Metropolitan circuits in the previously-announced campaign to test early closings for the boosting of patronage.

Report Kravetz

(Continued from page 1)

rooney. The latter have not been re-placed.

Lowe’s contract with UA expires on Sept. 24 and it is reported that the company is expected to find that it wishes him to continue as foreign sales manager but without a new contract, in line with a current company policy of not entering into new employment contracts.

Efforts to reach Kravetz yesterday for comment on the reports were un-

COMPO ‘War’ Groups

(Continued from page 1)

exclusively of exhibitors, will pass upon all films submitted by government or private agencies for exhibition in connection with the war effort. Russell V. Downing was named to serve as chairman of this committee, with Rotus Harvey, William Namenson, Wilbur Snaper and Robert Wilby.

On the Theatre Priorities Committee are Si Fabian, chairman; Emanuel Frisch, Ben Shearer, Abram F. Myers and David Weinstock.

The Production and Distribution Priorities Committee consists of Marvin L. Faris, chairman; Francis S. Harmon and Lester W. Roth.

COMPO, Truman

(Continued from page 1)

gation at the meeting. The White House session will be preceded by a committee meeting at the Statler Hotel in Washington this morning. It will be followed by a luncheon at MPAA headquarters and by visits to key government officials.

successful. Meanwhile, in Hollywood it was reported that Eddie Sherman, Coast talent manager, and Max Fink, a Los Angeles attorney, will clear production deals for United Artists with independent producers and provide a revolving fund for such producers if their operating plan is approved by the UA board at the next meeting, now scheduled for Sept. 20.
There’s a man she must find... and a man she must escape

...And there are 1000 nameless places to hide them both in the waterfront and Chinatown dives of San Francisco!

UNIVERSAL-INTERNATIONAL presents

Ann SHERIDAN
Dennis O’KEEFE

WOMAN on the RUN

A TERRIFYING ADVENTURE IN SUSPENSE!

with

ROBERT KEITH · Ross Elliott

Screenplay by ALAN CAMPBELL and NORMAN FOSTER · Directed by NORMAN FOSTER · Produced by HOWARD WELSC

Director of Photography, HAL MOHR, A.S.C. · A FIDELITY PICTURES PRODUCTION · A UNIVERSAL-INTERNATIONAL RELEASE
$20-Million Film Finance Plan Advances

Truman with Compo Group

President Truman poses with COMPO and other industry representatives in the White House Rose Garden following a meeting on Monday at which industry aid in the world crisis and in America's "Campaign of Truth" was requested.


International News Pictures' Wired Photo, Special to MOTION PICTURE DAILY

(Continued on page 4)

Film Industry Recruited by Pres. Truman

Depinet Pledges COMPO War Aid at White House

By J. A. OTTEN

WASHINGTON, Sept. 10.—President Truman has called on the motion picture industry for a repeat performance of its World War II efforts to aid the government.

The President made the request to 23 representatives of all branches of the film industry who called on him at the White House Friday. The White House session was the high spot of an all-day meeting of the special committee set up by the Council of Motion Picture Organizations to work with the government in

(Continued on page 4)

20th-Fox Discloses Contract for 'Eve' 'Scheduled' Shows

Contractual details of the "scheduled performances" plan being used for the showings of 20th-Century-Fox's "All About Eve" were announced over the weekend by Andy W. Smith, Jr., sales vice-president, presenting special conditions being requested by the company for the engagements.

Incorporated in the text of the contract is the following statement:

(Continued on page 4)

'U' Earnings for '50 At $3-Million Pace

Cognizant of the recent sharp upturn in Universal's operations, financial sources estimate that the company's net profit for the third quarter of its current fiscal year will be close to $1,500,000 and that with future releases in view the net for the year could reach $3,000,000.

(Continued on page 5)

20th-Fox Discloses Contract for 'Eve' 'Scheduled' Shows

Contractual details of the "scheduled performances" plan being used for the showings of 20th-Century-Fox's "All About Eve" were announced over the weekend by Andy W. Smith, Jr., sales vice-president, presenting special conditions being requested by the company for the engagements.

Incorporated in the text of the contract is the following statement:

(Continued on page 4)

'U' Earnings for '50 At $3-Million Pace

Cognizant of the recent sharp upturn in Universal's operations, financial sources estimate that the company's net profit for the third quarter of its current fiscal year will be close to $1,500,000 and that with future releases in view the net for the year could reach $3,000,000.

(Continued on page 5)

'There's the Law' in United's Latest

William A. McIntyre, vice-president of United Artists, said in a press announcement that he has disposed of the legal battle it was engaged in to recover rights to the motion picture of "There's the Law," released by United Artists last fall, for the sum of $25,000.

The film, directed by Gordon Douglas, starred June Allyson, Robert Taylor, Robert Mitchum, and Rod Steiger.

(Continued on page 4)

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(Continued on page 4)
**Personal Mention**

GEORGE J. SCHAEFER, sales representative for Stanley Kramer, will return here from the Coast today.

Cecil B. DeMille is slated to join the Ringling Bros. Circus in Kansas City today to complete production plans for his film about the circus. He will arrive there from Washington, where he attended the Compo White House conference on Friday.

Mrs. Orry Koot, Jr., daughter of Syros P. Soudras, 20th Century-Fox producer, gave birth Saturday in Childs, Dolores, at Polyclinic Hospital here.

Buddy Rogers today receives the Veterans of Foreign Wars Award of Merit "in recognition of his services and accomplishments in the field of veterans' welfare."

Ruth Jackie, Columbus assistant sales manager, will leave here tomorrow for a tour of the company's Midwest exchanges.

Stanley Kramer, United Artists producer, is the subject of a feature article in this week's issue of Collier's magazine.

Bon Hoef will arrive here today from the Coast.

**Top Musical Talent Stars in 20th's Film**

Twentieth Century-Fox has announced that five of the musical stars have completed the preliminary stages before motion picture cameras for the film, "Music—Now and Forever," which will be the first of a series of feature concert programs.

The artists who will be seen and heard in the film are Arthur Rubinstein, Jascha Heifitz, Jan Peerce, Nelly Corcoran and Dimitri Mitropoulos. Roger Wagner will conduct the New York Philharmonic Symphony Orchestra.

Charles M. Bennett, 25

Hollywood, Sept. 10.—Charles M. Bennett, Jr., of United Artists, has been assigned director of Universal-International studios and a former child actor in early pictures, has died of a heart attack. He was 35 years of age. Survivors are the widow and a six-year-old daughter.

**Mankiewicz to Get 'Democracy' Award**

Joseph L. Mankiewicz, director and co-author of 20th Century-Fox's "No Way Out," recently received the annual award of the Metropolitain Council of Iona Brint. Each year the council presents a bronze plaque to "the one who during the preceding year did the most in the field of literature and art in furthering the American democratic ideal."

Mankiewicz, who is president of the Screen Directors Guild, will fly here with "No Way Out," to accept the award at the Council's annual dinner meeting, Thursday night at the Henry Hudson Hotel.

**20th's 'No Way Out' Gets a Chicago Date**

With the censorship ban on Darryl F. Zanuck's production, "No Way Out," recently lifted in Chicago, 20th Century-Fox on Friday announced that the picture will open at the RKO-Chicago Theatre the week of Sept. 20 or 27 for an indefinite run.

The film, which was originally banned by the Chicago police censor, was re-entered in a specialalendar committee appointed by Mayor Keenelly saw the film and reversed the ban.

**Nancy Olson Wins Poll**

A "Choose Your Star" readers poll, conducted by the Photofest Inc., Inc., a mail-in contest, has selected Nancy Olson, a young Paramount star, as one of the "Top Ten." The contest, which was held in conjunction with "Stardust," has received the magazine's annual award.

**Steelman to Meet Press**

Robert Steelman, head of Steelman Productions, releasing through United Artists, will arrive in New York this morning, Sept. 10, and will be host to the trade at press luncheon at Al and Dick's Restaurant.

**Coming Events**

Sept. 13—Cinema Stamp Collectors meeting, Hotel Astor, New York.

Sept. 15—Motion Picture Producer and Distributor Award dinner of the Toronto Va

Sept. 16—Cinema Classic regional sales convention, Blackstone Hotel, Chicago.

Sept. 19—Pacific Coast Conference of Independent Theatre Owners meeting at Cal-Neva, on Lake Tahoe, Calif.


Sept. 22—Allied Theatre of Michigan annual convention, Book-Cadillac Hotel, Detroit.

Sept. 27—Kansas-Missouri Theatre Association convention, Hotel President, Kansas City.

Sept. 28—United Paramount Theatres meeting of home office executives, circuit managers and associates in the Pocomos, Pennsylvania.

Sept. 29—Cinema Stamp Collectors meeting, Hotel Astor, New York.

Sept. 30—Allied States Association board meeting, Pittsburgh.


Oct. 3—Motion Picture Theatre Owners of New York, Western New York zone, meeting, Hotel Buhl, Buffalo.

Oct. 4—Alley Motion Picture Theatre Owners of Western Pennsylvania, meeting, Hotel William Penn, Pittsburgh.


Oct. 8—Theatre Equipment and Supply Manufacturers association show and convention, Stevens Hotel, Chicago.

Oct. 11—Cinema Stamp Collectors meeting, Hotel Astor, New York.

Oct. 15—Florida State Theatre Owners meeting, Jacksonville.

Oct. 16—20th Century-Fox Pictures and Television Engineers 6th semi-annual convention, Lake Placid Club, Lake Placid, New York.


Oct. 30-Nov. 2—Theatre Owners of America national convention, Shamrock Hotel, Houston.

**Fox Wisconsin Is Raising Admissions**

MILWAUKEE, Sept. 10.—The Fox-Wisconsin Amusement Corp is increasing the admission prices at three downtown theaters and the neighborhood theatres. The downtown houses have abolished the special 44-cent admission for children under 12 and M. H. Strand was the last of the downtown Fox theatres to make the price change.

Becoming effective last Saturday, the price for adults is 65 cents and 25 cents for children in the afternoon, and 95 cents for adults and 35 cents for children at night.

Harold Fitzgerald, president of Fox-Wisconsin, announced the increase in an interview in which he said the attendance and higher operational costs.

He said it was part of a national trend to cover costs with higher admissions and that the ticket price change has gone up, Fitzgerald declared, because of the cool summer here and because "people don't go to the theatre when there is no need for upping," he said.

**Extends Jurisdiction**

The Association of Documentary and Television Film Cameramen has extended its jurisdiction to include unit managers.

**Newsreat Parade**

TAKING the top spots in the current newsreels are the crisis in Korea and Eisenhower's speech crusading for freedom. Other items include the Miss America contest and sports.


PARAMOUNT NEWS, No. 6—Eyes on the on-coming crane of the crusader's. Korea, 1950 football forecast.


MOTION PICTURE DAILY Monday, September 11, 1950
Reviews

"The Breaking Point"  (Warner Brothers)

JOHN GARFIELD, Patricia Neal, Phyllis Thaxter, Juanita Hernandez and Wallace Ford are the principals engaged in this somberly spacy melodrama produced by Jerry Wald and directed by Michael Curtiz from a screenplay held by the former. It's based on a story by Ernest Hemingway, which vaguely recalls the same author's "To Have and To Hold." It is a picture in which is becoming known as the trouble category, dealing primarily with poverty and crime, and it gives an audience no lift of any kind, although some may get a kick out of certain turns of hot dialogue spoken by a character who has little to do with the main line of the story. There is no cheer in it, and no clear point emerges from the violence to justify the excesses indulged. Garfield turns in his best job of suffering, but makes his own trouble this time and therefore evokes no sympathy.

Garfield plays a pleasure-fishing-boat owner down on his luck who finds himself broke in a Mexican port when a faze he has taken there leaves without paying him. He picks up a load of Chinese, to smuggle them into the United States, but dumps them ashore when their agent reneges on payment, killing the agent in self-defense. Back home, his ship is taken out of his hands, he sells them all, and they wound him in a fashion requiring amputation of one arm, at which point his wife, who has deserted him, returns and forgives. Meanwhile Miss Neal, a girl who it chock full of loose language, has been making amorous passes at him throughout the picture, without effect.

It is not for children.

Running time: 97 minutes. Adult audience classification, September release.

William R. Weaver

"Frisco Tornado"  (Republic)

UGO O'Allan (Rocky) Lane goes to the aid of his fellow-citizens once more and establishes law and order in this routine Western that appears to have nothing whatsoever to do with its title. Associate producer Gordon Kay and director R. G. Springsteen have created a fair amount of action on the screen but the fight scenes are not too convincing. M. Coutts Webster wrote the scenario.

Lane rounds up a gang selling protection "insurance" to local cowtown citizens. The ricketers, headed by "friendly" Stephen Chase, are doomed to fall as soon as U.S. Marshal Lane straps on his gun belt and goes to the aid of Eddy Walker, owner of the local stage line. The Marshal captures the killers, rescues peace to the community and straightens out Ross Ford, Chase's late but honest lawyer. At the picture's conclusion Lane rides off leaving Ford, the new sheriff, engaged to Walker's niece, Martha Hyer.


Taylor Re-appointed Assistant to Crowe

LOUISVILLE, Sept. 10.—Clarence G. Taylor has been reappointed assistant to Guthrie P. Crowe, president of the Kentucky Association of Theatre Owners.

During the past year Taylor acted as lobbyist for the KATO at the General Assembly in Frankfort.

NEWS in Brief...

UNIVERSAL-International has developed a 16-minute television show featuring Arthur (Weegee) Fellig, photographer, which will be used in 12 key cities to help promote openings of "The Sleeping City." "Weegee," author of several books on still photography, acted as still photographer adviser on the production, and will do a commentary-type of show using samples of photographs taken with his specially-constructed "elastic lens."

Hollywood, Sept. 10.—The Studio Publicity Directors Committee has pledged its services as a special talent group for providing personalities for the entertainment of the Armed Services in camps and hospitals. It also has agreed to aid the Permanent Charities Committee in its forthcoming campaign, and to coordinate for the National Crippled Children's Society 1951 campaign.

SALT LAKE CITY, Sept. 10.—The U. S. District Court here has denied motions to dismiss eight pending percentage action suit filed by Universal, United Artists, RKO, Warner, Paramount, Columbia, Loew's and 20th Century-Fox, respectively, against Hal F. Hawk, as administrator of the Estate of Claude C. Hawk, and Claude Hawk Corp.

Weber Will Assist Paramount Sales

The appointment of Robert Weber as assistant to Paramount's Mid-eastern division sales manager has been announced by A. W. Schwaberg, president of Paramount Film Distributing Corp.

Weber, who has worked in Paramount's Boston and Detroit offices, will take up his duties in Philadelphia headquarters today, assisting sales manager Howard Minsky.

Anti-Tax Petition

COLUMBUS, O., Sept. 9.—A petition seeking the end of the present three per cent admission tax is being reached for the City Council. Members of the Association of Columbus-Owned Theatres are seeking the repeal.

MOTION PICTURE DAILY
Impose Credit Limit On TV Purchases

Washington, Sept. 10.—Television set buying will get a setback as a result of the Federal Reserve Board's order, issued over the weekend, that buyers of TV sets must now keep their money in the bank and pay the balance in 18 months. The board's order was the first government action under the new economic control law, which the President signed Friday, for steps leading forward to allocation of scarce materials and other controls, can be expected shortly.

Canada Faces War Controls

OTTAWA, Sept. 10.—Canadian exhibitors are notreading by the Federal amendment tax in the defense budget to pay for rearmament but satisfaction turned to worry Monday when Canada was introduced to the Cans. Commons to empower the government to re-instate wartime control of materials and industries including stabilization of prices.

The measure, which is sure of adoption, will permit the cabinet to impose restrictions, regulation of prices and diversion of materials on a sweeping basis. The bill contains powers to control almost any use of electricity in favor of war plants.

Chairman H. H. Sanders of the Ontario Hydro-Electric Commission, has warned non-essential consumers to expect power cutoffs and a ban on electricity for ordinary illumination.

Uphill Minimum Wage Pilt for Exhibitors

ALBANY, N. Y., Sept. 10.—An official of the New York State Labor Department has dangled threaten's progress in getting the enactment of the 75-cent-an-hour base rate recommended by the State Minimum Wage Board for the Amusement and Entertainment Industries.

With the first hearing by the Industrial Commissioner Edward Corsi of the threatener's attack on the recommendation to be held tomorrow, Labor Department executive William J. Dwyer pointed out in a weekend radio interview that although Corsi holds the power to order exhibitors to freeze prices at the rate, he has no authority to order services at 75 cents. The rate, if adopted, would work a hardship on exhibitors, he said.

Dwyer emphasized that recommendation is drafted at a time when labor, management and the public are given opportunity to express themselves.

Madden in Television

Edward D. Madden, assistant to the president of National Broadcasting, has left the network to accept an executive vice-presidency, it was announced here by Joseph H. McComb, NBC president. Madden will become a member of NBC's television department.

Truman With Compo Group

(Continued from page 1)

present crisis.

During the rest of the day, the COMPO committee talked with other top government officials on what they could do to help, and threshed the subject of the recent announcement of any detailed program was issued, but several important sub-committees were appointed on the day-to-day work envisaged when the special committee was created.

Depinet Gives Pledge

After shaking hands with the President, the film delegates and White House film expert Dallas C. Halver- ton filed out with President and met with the film industry's help to the government.

"The American motion picture grew up in an atmosphere of free speech," declared. "We accept the responsibilities which go with the privileges of free enterprise in the present time, al- rning all branches of the motion picture industry, to pledge you the aid of our cameras and screens. We are ready to acknowledge the purpose of this country and the service of the United Nations until peace and freedom are assured in the world.

Truman, in reply, said be appreci- that COMPO's offer "more than I can tell." He that chairman of the Motion Picture Industry Committee in World War II, he had traveled all over the U. S. and was very familiar with the country the industry made then in keeping up the morale of the troops and civilian population.

"I want you to make a repeat of that performance," the President said. He asked COMPO to give him ideas on what the industry could do, and whether it could work out the idea of how the industry could help.

"You can make a tremendous con- tribution to the war campaign with the facts, to let the people know the truth," he told the delegates. Declaring that some of our neighbors are making propaganda and fiction rather than truth, the President declared that, "no organization in the whole world can make a better contribution to the campaign for truth than your industry.

Voice Disrupts Speeches

The main trouble at the White House meeting was that laborers working on repairing the center winged continued to hammer and rive throughout the speeches by Depinet and the President, and delegates just a few feet away could not hear a

A succession of top-level government officials addressed the COMPO meeting at one time or another during the day. The each industry's efforts and the speed with which it had organized to aid the government.

Commerce Secretary Charles Saw- yer said his agency would run the nation's war production control program and hinted that theater owners might get a break in the future. The commerce film chief Na- than D. Golden as special contact man for the industry under this program.

Federal Security Administrator Os- car Ewing outlined plans for the Mid-

Century Conference on Youth, and his hopes for film industry support.

Assistant Secretary of State Ed- ward F. Farley, who met with the committee at a luncheon at MPAA headquarters, stressed the impact of motion pictures abroad. He said the 'periphery more than all other things the U. S. government can do, put together.' He admitted that films might have a greater impact, "not perfect, but said they had impor moderately in recent years.

Outlines State Program

He outlined the State Department's plans for expanding COMPO's in- formation program, and specifically plans for enlarging the film program. A special sub-committee headed by Cecil E. Levy, president of UNICO, "Voice of America" film chief Herb Edwards to go into more detail on how the industry can do in this pro- gram.

Army Chief of Staff General J. Lawton Collins, present to bolster the soldiers' morale, and said he was especially happy, in his travels around the country, to see how many films were being produced to carry the troops into army camps. He reminisced on how films found their way to the front line soldiers during the last war.

23 From All Industry Branches Attend

WASHINGTON, Sept. 10.—Present at Friday's conference with President Truman and the COMPO film committee, assistant to the President, and attending the first meeting of the Council of Motion Picture Organizations com- mittee on cooperation with the U. S. government were:

Neil E. Depinet, COMPO president; Cecil E. Levy, film director of UNICO; William Hildick, vice-president of the Seven Artists Guild; actress Brenda Marshall (Mrs. Hildick); Art Arthur, Screen Guild of America vice-president; Paul Merhi, secretary of the Hollywood Motion Picture Association, who was invited; film manager Carter Barron, and Harry Brandt, president of the Independent Theatre Owners Association.

Also, Leo Brecher, president of the Motion Picture Producers and Distributors of America; Roy Brewer, IATSE vice-president and head of the Colbert-IATSE Local; B. P. De Mille, of the De Mille Company; Sherill C. Carvin, representing the Screen Actors Guild; C. A. Edwards, secretary of the Hollywood Motion Picture Association; Alton Edwards, the trade press mem- ber of COMPO; Motion Picture Association vice-president Francis S. Harmon; William E. Leasing, representing SMPF president Ellis Arnall, and Arthur L. May, executive vice-president of the Motion Picture Exhibitors Association.


The representation of Fox, Mole and Harmony were named to a special sub-committee to work with the government and the IATSE on the "Voice of America" program. Three other special committees, announced last week by Depinet, were ratified by the meeting.

American Premiere

London Film announces the American premiere of "The Happiest Days of Your Life," written and directed by William Wyler, as "One of the most interesting events of the year." The film was opened at the Carnegie Theatre immediately following the present showing of "Eye Witness.

Relations with TV to Be Improved

Pole heads the list of nomi- nees to appear on the ballot for vacancies on the board of governors of the Society of Motion Picture and Television Artists. Peter Pole is a candidate for the presidency.

Other nominees are: Herbert Bar- rett, executive vice-president; John G. French, Thomas G. McSweeney, Robert M. Corbin, secretary; W. C. Kimmann, convention vice-president; John P. O'Neill, Robert B. Lodge, John B. McCullough and Oscar F. Neu will compete for the two two-year terms on the board. The three governors from the Central region will be selected from the follow- ing: James A. Band, Frank L. Cargill, George W. Collura, I. F. Jacobson, Lloyd Thompson and Malcom G. Towne.

The two from the West are to be selected from the following: George L. Carrington, Thomas T. Moulton, N. L. Sim- mons, Jr., and R. Edward Warren.
Film Finance

(Continued from page 1)

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To All

THEATRE OWNERS

IN AMERICA

YOU

are cordially invited to attend the ANNUAL TESMA TRADE SHOW (THE SHOWMEN'S SHOW) which will be presented on October 8-10-11, 1958 at the STEVENS HOTEL, CHI- 

CAGO, ILLINOIS

SEE

Every type and kind of equipment used in the conventional and drive-in theatre, including furnishings, building materials, and concession equipment, displayed in more than 125 booths.

HEAR

Speakers from all branches of the theatrical industry and government discuss the industry's problems of the hour at an open meeting in the Grand Ballroom of the STEVENS HOTEL on Monday, October 9th, at 1:30 P.M.

TALK

To the men personally who manufacture the equipment you use. They will ALL be there.

COME

Don't miss it. It happens only once a year. This Show will be bigger and better than ever before.

Make your hotel reservations NOW.

TESMA THEATRE EQUIPMENT & SUPPLY MANUFACTURERS ASSOCIATION, Inc.
THE FULLER BRUSH GIRL'S got something THE FULLER BRUSH MAN didn't have!

A BRAND NEW LINE OF LAUGHS!

The FULLER BRUSH GIRL

starring LUCILLE BALL

and EDDIE ALBERT

with Carl Benton Reid · Gale Robbins · Jeff Donnell · Jerome Cowan

Written by FRANK TASHLIN · Directed by LLOYD BACON
A COLUMBIA PICTURE
Minimum Wage Assailed At Corsi Hearing

Unrealistic,' Exhibitors Charge at Albany Probe

ALBANY, N. Y., Sept. 11.—Exhibition today characterized as "unrealistic" and "unjust" the scaled 5 cents-per-hour base pay rate which the New York State Minimum Wage Board of the Amusement and Recreation Industry has recommended for adoption by State Industrial Commissions. The rate is expected to递给 the ushers, doormen, janitors and other theatre employees, with variations for population of cities and classifications.

Scene of exhibition's attack on the recommendation was a hearing here (Continued on page 5).

SMPP Advances $20-Million Deal With Survey Okay

Hollywood, Sept. 11.—The plan for financing independent producers, to be matched by a like amount of first-money to be furnished by Bankers Trust, moved a step forward today when the Society of Independent Mo- tion Picture Producers executives committee okayed a letter to the organ- ization's membership conveying questionnaires eliciting business information covering the past 12 years.

Alex Arclay, BT vice-president who presented the proposal originally in spring, had stipulated that the availability of such information as essential to approaching investment backers with the project.

$10-Million to N. Y. From Filming Here

During 1949 commercial interests in New York City benefited by $10,- 000 from the production activities of Hollywood film-makers, an undisclosed yesterday by Frank Lee Donaghe, New York City Director of Commerce, whose department coordinated the work of the city's Motion Picture and Television Division. Donaghe's disclosure was made at ceremonies at the "21 Club" here at which Acting (Continued on page 5).

All Branches of the Industry Exempt From Presidential Control Directive

Washington, Sept. 11.—All branches of the film industry are specifically exempted from the Administration's order that businessmen preserve all price and cost records for the period from May 21 to June 21, 1950.

Film rentals and admissions were among a long list of items exempted in the Economic Control Law from any possibility of wage and price controls, and it was natural that they also be exempted from the record-keeping order. Radio, television and ad- vertising companies are also exempt from both the law and the Presidential order.

RCA Training Operators For Theatre TV Expansion

U. A. Future Sound, Financing Eased, Stillman Reports

Complete confidence in the stability of United Artists operations was expressed by Robert Stillman, head of Robert Stillman Productions, at a luncheon here yesterday attended by trade press representatives.

Stillman arrived from the Coast to deliver a print of "The Sound of Fury" to UA, his first under a six- picture deal with the company. Delivery is being made a week early, he said.

The producer reported that confidence in UA and the approach to the company's problems being made by its new management is shared by officers of the Bank of America on the Coast. (Continued on page 5).

McCarthy Will Head COMPO Press Group

Charles E. McCarthy has been named Information officer of the Council of Motion Picture Organizations, in charge of the distribution of press material in trade and newspapers, by Arthur L. Mayer, COMPO's executive vice-president.

McCarthy, who formerly was director of publicity and advertising for Paramount and then 20th Century-Fox Film, has been engaged in public relations work for the last several years outside the picture industry. He will assume his new duties at once.

Delay Approval Of MPIC 'War' Program

Hollywood, Sept. 11.—Official adoption of the Motion Picture Industry Council's program for industry operation with the government during a war emergency was delayed at the Washington meeting of the Council of Motion Picture Organizations Friday pending the completion of plans being worked out by exhibition.

The program, concerned primarily with production, was rounded praised by COMPO executives, but immediate presentation to the government was (Continued on page 5).

3 Films Spearhead Andy Smith Drive

Backed by elaborate national magazine, newspaper and trade paper advertising campaigns, three 20th Century-Fox pictures will spearhead the "Andy Smith Week" effort now scheduled from Oct. 15-21 during the branch manager's testimonial. Concentration will be on "Mister 890" and "Two Flags West," which are yet unreleased, and "No Way Out," now in its pre-release premiere at the Rivoli Theatre in New York.

Herman Wobber, chairman of the (Continued on page 5)

N. D. Golden Is U. S. Liaison On Shortages

Film Unit Is Made Part Of New Emergency Unit

WASHINGTON, Sept. 11.—The motion picture branch of the U. S. Department of Commerce, headed by film chief Nathan D. Golden, has been made part of the new National Production Authority set up by Commerce Secretary Sawyer over the weekend to administer priority, allocation and price policies under the Defense Production Act.

This means that Golden will be contact man for the film industry when matters of shortage and other problems begin to pinch and that the industry (Continued on page 5).
Studio AFL Labor Backs SDG 'Oath'

Hollywood, Sept. 11—The Hollywood AFL Film Council today endorsed the Screen Directors Guild stand requiring Cinema Affidavits of non-Communist affiliates. A letter to the SDG said in part, "The AFL-CIO, which has been the foremost of the success-ful efforts of labor to clash with the HAPFLC, which have been in the forefront of the success-ful efforts of labor to clash with the SDG in Hollywood, welcome the recent decision of the SDG to join in this fight."

Sees Interest High In Allied Meet's Film Buyer Clinic

FRANKLIN, Ind., Sept. 11—Exhibitors have shown great interest in the forthcoming national film clinic to be held as part of the national Allied convention this week in Pittsburgh, according to Trueman Rebusch, Allied president.

The convention committee has developed this national film clinic as a school of instruction for film buyers," Rebusch said. "Last year, at the Allied convention in New York, we held the first meeting of the National Film Buyers Organization. Now we are going to see that the independent exhibitors realize the benefits of the independent exhibitors. Every exhibitor will gain all the benefits of the decision is to be thoroughly in-formed of his rights, those rights will be the subject matter of the national film clinic," Rebusch said.

Universal Citation

For Its W.A. Scully

As a tribute to W.A. Scully, Universal has scheduled a sale presentation of "Bill Scully Trophy" which will be awarded annually for the first time at the March of Dimes明星 turning in the best sales performance during a four-week period to be designated as "Bill Scully Month."

The trophy will be awarded during October as part of the company's current Scully sales drive. Properly in-scribed, it will remain in possession of the winning branch for a year and then be passed on to the outstanding branch the following year.

Solomon Named 'V-P Of Blaine-Thompson

The appointment of Philip Solomon as vice-president and assistant advertising executive of the Bonwit Teller Advertising Agency has been announced by Myer Lesser, president. The appointment coincides with the agency's 50th year as an advertising agency.

Solomon is currently account execu-tive for Warner Brothers.

MOTION PICTURE DAILY
She keeps the romance running smoothly...

THE spell of this picture's song and story might suddenly be broken... but for film row's "first lady," the exchange inspectress.

With unrelenting vigilance, she has inspected every inch of film before each booking... checked it for worn perforations, torn splices, and other signs of wear and tear that might hinder smooth projection and mar the enchantment of the show. By this painstaking care of film and unceasing effort to keep each reel running smoothly, the inspectress has earned a place of importance behind the scenes of motion picture distribution.

And her work is all the more easily done for the quality and reliability she finds in the release prints made on Eastman film.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD
HST Initials Sound Film Import Bills

Washington, Sept. 11.—President Truman has signed into law bills that are expected to make it easier for film companies to use magnetic sound film or tape in overseas shooting. The bill would make tape used for newsreels duty-free and tape used for features of a commercial nature taxable at only one cent per linear foot. At present, a complicated ad valorem tax must be figured on all diametrically opposed to what was brought back into the U. S.

ELC Sets $62,000 Prizes for Drive

Cash prize totaling $62,000 will be awarded to Eagle Lion Classics’ branch managers, salesmen and bookers as part of a 24-week "Bill Heiseman Sales Drive," Sept. 16-March 12. Arrangement of the contest climax the three regional sales meetings held at the Warwick Hotel and are sponsored by the producer as well as ELH Office executives, division managers and exchange personnel.

Twenty individual contests totaling $23 separate cash prizes comprise the drive. These contests include capital prize awards and 19 independent producers’ contests each of which is sponsored by a producer who releases through ELH. The ELH Capital prize is an overall award based upon the cumulative billings and receipts of all ELH product including those pictures in the independent producers contests. An additional cash bonus is being offered to all ELH exchanges by Selznick Relancing Organization based upon five per cent of billings and net collection for a 12-week period.

Cash awards, ranging from one to four weeks salary, are being offered under the following schedule: prize awards to each booker, salesman and branch manager of the winning exchange group.

The New York meeting which ended Saturday, moves to the Hotel Blackstone in Chicago for a three-day regional sales meeting, September 14-16.

G. & P. Now Asks for $1,160,400 Damages

Cleveland, Sept. 11.—The Federal District Court has granted a motion made by the G. & P. Amusement Co. to make Loews, Inc., a defendant in its anti-trust suit filed in April, 1949, which named as defendants the Regent Theatre Co., Paul Gusdansohn, Columbus, 20th Century-Fox, Warner Brothers, and United Artists Cooperative Theatre of Ohio.

The original action claimed that the Moreland Theatre, operated by G. & P., could not get supply because of the alleged monopolistic practices of the defendants and asked for treble damages in the amount of $325,000.

The court at the same time granted the plaintif’s motion of an amended supplemental complaint to bring the total treble damages to $1,160,400.

Reviews

"Farewell to Yesterday" (30th Century-Fox)

Under a somewhat romanticized title, "Farewell to Yesterday" undergoes a hard hitting pictorial summation of highlights in world history beginning with Versailles to the unconditional surrender of Germany and Japan in World War II, climaxing its final 10 minutes with the outbreak of hostilities in Korea. There is no comment; the footage is official whether out of Armed Services archives or newsreel libraries.

It is an enriching compliment to the producing auspices of Edmund Reed, editor of Fox Movietones, that this parade of modern history holds the interest of the layman, the trainee. Ideological诠解ite clearly visible in the hands of Louis Tjetunic, must have been a gargantuan task. The footages accumulated through two global wars runs into millions of feet. To pinpoint this sort of the film, the movie’s producer and director obviously could not have been an easy task. But "Farewell to Yesterday" manages to be coherent and constantly interesting despite the familiarity of events and material.

The continuity, prepared by Joseph Kenas, begins with the Treaty of Versailles and, in steady historical progression, reports war’s aftermath in Europe. It shows how President Wilson’s program for an America-interrelated with the world around it retrospects to isolationism only to be forsworn when Fascism and Nazism give rise to World War II and America’s inevitable engulfment in the holocaust. The theme dwells at length on the dictatorships, their defeat and mankind’s ensuing hope that a period of peace and prosperity will follow on their heels.

But the film finds no solution for the world’s trouble with Russia’s power culminating in the Korean aggression. The argument boils and boils until a clearly defined editorial plea for preparedness, pictorially supported by footage of an atomic bomb explosion, in these words:

"We, the people of the United States and the United Nations—every man and woman, youth, and child—pledge ourselves to build and maintain a world in which our children may live in freedom, however difficult or however long the struggle may be."

It is doubtful if the message will be heeded. But it is a most impressive realization of a theme that will enable us to grow so strong that the free way of life will forever be secure from attack—that we may live on this earth as Almighty God meant us to live.

It is entirely possible the circumstance in a film of this type, the predominant flavor being war—wholesale carnage of man and his handiwork—on a vast and minute scale. Cities are bombarded and ravaged by incendiaries. Foot soldiers are seen dropping close to the camera’s eye and a mock battle with the vengefulzeitgeist of a despising realism about this film which is apt to leave the spectator despondent. But no one can gainsay its basic accuracy.

"Farewell to Yesterday" is not for the Ishamites. Nor will it add to the gaiety of the nation. It is a sobering reminder of the immediate past and the perilous present. In that light, it fulfills the purpose in which it set out.

Sally Blackmore, John Larkin, Kermit Murdock and William Post, Jr., share the commentary.

Running time, 90 minutes. General audience classification. For September release.

"The Happiest Days of Your Life" (London Film)

A BOYS’ "prep" school is accidentally joined by a school for young ladies and the consequence is a tumultuous one in this Lauder-Gillist production. The production carefully milks the comic sequences and is generally effective.

Alastair Sim and Margaret Rutherford handle their roles as the heads of the two schools most capably. They demonstrate their ability to portray the vacuum of the new pupils’ displacements. The other members of the cast—including the droves of youngsters—are believable and entertaining.

The film takes excessive time to start moving, but the results of the over-crowding and diametrically opposed curriculums had a trade press audience laughing loud and often. American patrons should not be handicapped by the British treatment. The situations should delight practically anyone who has ever chucked at the ludicrous pranks of a schoolboy.

Frank Launder, author-director, shows to advantage in his development of the untimely arrival of the girls’ parents and the heard of governors of the boys’ school. Although a trifle overwrought, the schoolmasters plan to organize things so that the parents shall see only girls and the governors only boys is amusing. The film never pretends to be anything more than a farce and proves to be a successful one. It could please many.

Running time, 81 minutes. General audience classification. September release.

RCA Training

(Continued from page 1)

Krenzer, manager of the RCA theatre, was a guest of the sales department. Walsh hired the new program as "another example of the IATSE sales department’s work in providing all new technical developments in their field." Cahill pointed out that RCA’s plan of attending was to keep in touch with RCA’s practice of rendering all possible technical assistance to exhibitors, projectionists and the trade in general.

British Newsreels Boost Prices 25%

London, Sept. 11.—British newsreels have increased their rental prices 25 per cent following revocation of the government control order restoring a free market. E. T. Carr, chairman of the Associated Exhibitors, says the fees will be forced out of business unless the new prices are met.

Exhibitor action will be considered at a meeting on Wednesday of the Cinematograph Exhibitors Association general council.

B’wayGrosses Still Good

A close Saturday and rainy Sunday at the Metropolitan brought a strong $6,500 in box-office receipts at Broadway firsts.

The Music Hall, with “Sunset Boulevard” and a stage show currently in a fifth week, expect 1,200, breaking $16,000. This is remarkable strength for a fifth week. "The Black Rose" with the New York Philharmonic Orchestra and Serrano, is doing excellent business in its second and final week at the Roxy theater, taking in excess of $12,000 for the first week. It will be followed on Friday by "My Blue Heaven" with an ice show and塑性 person.

Capitol Sales Good

Business is also rosy at the Capitol where "Summer Stock" in its second week with a stage show featuring Koerner No. 1, a New York Orchestra and Hal Le Roy, is headed for a fancy $81,000. "Tea for Two" will probably do a substantial $50,000 in a substantial week with Gordon MacRae, Paul Winchell and Florian Zahab on stage.

"Pitty Pit" enjoyed the prospect of $63,000 for the second week of "Fancy Pants." Carmen Caillou in "Parade" leads the stage show, "No Way Out" is still bringing them in in its fourth week at the Capitol and "222" is22,000. "Guitar Island" is the 25th is likely to register a happy $25,000 in its fourth week. "Three Little Words" is proving to be a solid business at Loew’s State where it is chalking up $18,000 in a fifth week.

"Red Shoes" Run

"The Red Shoes" continues its marathon at the Bijou where a steady income of $69,000 in its 99th week is indicated. A seventh week of "Our Very Own" at the Victoria will probably take in $19,000 and "Edge of Doom" seems headed for $14,000 in its sixth week at the Lincoln. "Romance at Sea" last week, both satisfactory. "Shakelee" ran a good $7,000 in its fourth week at Criterion, "Gilda" and "Pillow Talk" both receipts, go into the Criterion today. "Madeleine" is doing well at the Park where $7,000 is in prospect for its second week.

"U” to Relinquish Park Avenue Lease

Universal, which has occupied the Park Avenue Theatre in New York under lease from the Walter Reade interests since Dec., 1946, will relinquish it on Dec. 3.

The new theatre, originally built by Reade in 1946 as a subscription film theatre, was taken over by Universal shortly after it opened, as a showcase for its J. Arthur Rank productions.

New DuPont Laboratory

Parlin, N. J., Sept. 11.—The new research laboratory of the DuPont Company, which will open here will be opened formally with an inspection tour and luncheon for invited guests on Sept. 29. Dr. W. H. Wilson, research director, will be in charge of the tour of the new laboratory facilities.
Minimum Wage Assailed

(Continued from page 1)

before Corsi whose role in the mini-
mum-wage situation has taken on en-
larged significance for New York City exhibitors in view of his having been mentioned as a possible candidate for the Republican Party’s candidate for Mayor of New York.

Today’s hearing was specifically for up-state showmen, and will be fol-
lowed by a hearing in New York City on Tuesday. Exhibitors of that locale will be given the oppor-
tunity to express their opinion of the board’s recommendation. Exhibitors have taken the same view of the recommendation as that expressed today by the up-state showmen.

Smakwitz Voices Criticism

It was Charles A. Smakwitz, Warner

ner zone manager, who described the recommendation as “unrealistic” and “unworkable.” Mr. Smakwitz is noting that the characterization was true because most industry employees who would be affected by the minimum-wage order are not dependent on other sources for further live-
hood. Citing statistics, Smakwitz said film industry earnings have been doubled recently by the other industries, where similar minimum-wage orders have risen. “The scale recommended by the board is unjust to an already depressed industry,” he said. “I am hoping that something can be worked out to close up many theaters,” he declared.

Smakwitz pointed out that the minimum-wage order excludes a worker from a minimum wage bill, lost at the recent session of the Massa-
chez Legislature. Industry representatives suggested non-specific substitute figures. The plea, however, was made that ushers be included, and that the board hear the case. Failing this, ushers should be excluded from the provisions of an order, Smakwitz said, presenting an order for a minimum of four hours employment on any one day be elimi-
nated, it was argued.

Attorney Leonard L. Rosenthal, repre-
sentative of upstate theaters, asked for an administrative formulation of the national policy of our government during this war emergency, minimum-wage orders being inapplicable to the motion picture industry.

Rosenthal raised the possibility that the Federal government might freeze wages and prices. He suggested Corsi take no action on board recom-
mandations until Federal policy is clarified.

Sylvan Leff, who operates three sub-
sequent runs in Utica, told Corsi that movie house operators are suffering as much as a separate group.

Hampton Lambert, who operates a the-
ré in Utica, warned that if the orders were issued under 60,000 population he would be excluded from the order. H. Lamp, general manager of the City Theatre, lamented that the board, “(Continued from page 1)
“It can’t miss at the boxoffice. Absorbing... with pathos, gentle humor. It has excellent narrative values, fine cast and production, plus superb direction. One of the fine entertainments of the year.”

BOOK THE INDUSTRY SHORT FOR DISABLED AMERICAN VETERANS — “ON STAGE EVERYBODY”
$7,500,000 Nat'l Theatres Loan Is Set
— 10-Year Agreement With Metropolitan; 2 Others

National Theatres, 20th Century-Fox subsidiary, has consummated with three institutions a new $7,500,000 loan agreement, it was learned here yesterday.

The loans have been made by Metropolitan Life Insurance Co., for $4,500,000; Bank of America, $1,500,000, and Chase National Bank, for $1,500,000.

The note taken for the loan by Metropolitan, which by its acceptance of the agreement now holds $8,000,000 principal amount of NT debentures, will mature on Aug. 1, 1960. It bears interest at the rate of three-and-three-quarter per cent per annum.

Each of the two banks took a note bearing two-and-one-half per cent per annum interest, with date of maturity

(Continued on page 5)

Blumberg's 'U' Pact Sets $1,000 Weekly For Second 5 Years

Universal president Nate J. Blumberg's new five-year employment contract, which will be effective next Jan. 1, calls for a salary of $1,500 per week, plus reasonable expenses, plus an arrangement whereby he would receive $3,000 per week for five years beginning Jan. 1, 1956, in recognition of past services and in consideration of voluntary reductions by him in salary in recent years.

Although the company disclosed several weeks ago the signing of the new contract, the details of the arrangement

(Continued on page 5)

Roadshows, Raised Scales for 'Cyrano'

Stanley Kramer Productions' "Cyrano de Bergerac" will be roadshowed on a two-day advanced admission basis, with simultaneous openings expected to be held in New York and Los Angeles in mid-November. It was reported here yesterday, by George J. Schaefer, Kramer Productions' sales head.

Adoption of this sales policy for the

(Continued on page 4)

RKO Theatres Will Get Large-Screen Television; Fordham House the First

The first theatre television system in any RKO theatre will be installed at the Fordham in the Bronx, it was disclosed here yesterday by Sol A. Schwartz, executive vice-president of RKO Theatres, and W. W. Watts, vice-president of RCA.

Schwartz said that in his opinion, "the day is not far off when theatres and television will join forces for their mutual benefit." With the installation of this direct projection theatre system, late this month or early in October, RKO is taking the first step toward installing similar units in other key RKO theatres throughout the country.

The projector will be mounted in the front of the balcony, providing a projection throw of 67 feet and an image as large as the usual theatre screen.

Asks Reversal of Ban On Series Telecasts

Reversal of organized baseball's ban on theatre televising of this year's World Series games was asked yesterday by Marvin Sullivan, Theatre Owners of America executive director, in a statement that reflected exhibitor resentment against the ruling. The games will be telecast under commercial sponsorship to the general public.

The recent announcement that baseball's executive council voted against theatre televising of this year's World Series games has caused this considerable grumbling in the motion picture industry," Sullivan said, "During these last few weeks motion pictures have set the ruling whether in theatre television now or expecting to be in the future, have commented adversely on the council's ruling."

"The feeling is growing that this is a discriminatory action against the motion picture industry which has contributed so substantially toward the popularization of baseball throughout the country, through newspapers and other outlets."

"Exhibitors point out that at a time when the Series games will be available

(Continued on page 5)

Pleskow to Represent Lesser in Europe

Eric R. Pleskow will sail on the S.S. Queen Mary tomorrow to make his headquarters at Frankfort as the European representative of Sol Lesser Productions. He will supervise distribution, serve as liaison on European productions, and acquire distribution in this country European films for art theatre presentation.

Pleskow served as assistant general manager of the Motion Picture Export Association and was U.S. film officer for Bavaria with headquarters in Munich for the U.S. Military Government, supervising distribution, production and exhibition, licensing producers, distributors and exhibitors, and re-establishing film studios.

Hal Wallis Slates 3 or 4 for 1950-51

Hal B. Wallis, whose productions are released by Paramount, will make four pictures this year. As yet, one will star the comedy team of Martin and Lewis, and the other will have Bert Lahr and Martha Scott in the principal role, it is indicated. He expects to make at least one of his forthcoming Hollywood productions in Technicolor.

"Son and Stranger," Wallis disclosed, will be budgeted at between $250,000 and $300,000 ($700,000-$800,000). Frozen funds credited to Paramount will be used.

Before leaving Europe, Wallis completed arrangements for the world premiere of his latest film, "September Affair," to be held at the Sistine Theatre in Rome the day before tomorrow. He will attend the Venice Film Festival last month of that picture, which stars Joseph Cotten and Joan Fontaine.

Wallis will leave here for Hollywood at the weekend.

Senate Unit Restores Cut in Film Program

WASHINGTON, Sept. 12—The Senate Appropriations Committee today voted to restore the cut made by the House in funds asked by the State Department for expansion of its overseas information program. Included in the funds put back are $1,000,000 for film program, bringing its total to $11,000,000.

The committee's action must still be approved by the Senate and differences with the House ironed out in conference.

Weigh SIMPP Production Pool for U. K.

Strong Bid for Revenue Is Expected of Members

By CHARLES L. FRANKE

With a view to securing maximum benefits from the "bonus" provisions of the ratified Anglo-American remittance formula which will become effective Oct. 1, members of the Society of Independent Motion Picture Producers are studying the possibilities for pooling their resources in the interest of joint production ventures among themselves in Britain.

(Continued on page 5)

Exhibitors Quizzed For Aids for 20th's 'Scheduled' Shows

Full development of a basic plan for handling the "scheduled performances" showings of Darryl F. Zanuck's "All About Eve" is continuing at 20th Century-Fox, with numerous exhibitors over the country being consulted for suggestions and ideas in developing the formula, it was revealed here by the company yesterday.

Exhibitors in various key situations were quizzed as to how they thought the plan could best be put into practical operation. The poll included

(Continued on page 5)

Allied to Get COMPO Story from Mayer

FRANKLIN, Ind., Sept. 12—Arthur Mayer, executive vice-president of the Council of Motion Picture Organizations, will speak at the National Allied convention to be held in the William Penn Hotel in Pittsburgh on Oct. 2-4, it was disclosed here yesterday by Truman T. Rembisch, Allied president.

Mayer will outline the scope of

(Continued on page 5)
Chick Abell, Guaranty Trust vice-president and film consultant, will leave here today for a month's vacation in New England and Canada.

G. David Schine, son of J. Meyer Schine, has been elected vice-president and director of WTR, owned by the Schine interests.

William F. Rodgers, M-G-M's vice-president and general sales manager, is in Chicago from New York en route to Hollywood.

Charles Walder, owner of the Ti voli Theatre, Miami, Fla., returned there after a business trip to New York.

Charles B. Kosco, manager of the 20th-Century-Fox Buffalo exchange, and Mrs. Kosco have left on a Holy Year pilgrimage to Rome.

Robert Benjamin and Mrs. Benjamin have become the proud parents of their first child, born here last weekend.


Sunshine Box, senior producer for J. Arthur Rank Films, and his family, have arrived here from London.

Lee Siegel has been appointed assistant to Ted Tod in the publicity office of 20th-Century-Fox in Chicago.

Louis Testyuce, of 20th-Century-Fox newsdesk, has retired to desk after vacationing in Miami, Fla.

Nominate Directors Of Picture Pioneers

The nominating committee of the Motion Picture Pioneers has selected the following candidates for the board of directors to meet and action at a meeting November:


Ascap Music Cleared For Navy Air Shows

The American Society of Composers, Authors and Publishers has granted a free license for the performance of its music on the Pacific Fleet Navy radio shows. This is in keeping with the Society's plan of granting free licenses to the Armed Forces for the performance of its music during the war, all of its music being non-commercial.

French Government Gives $6,808,000

Paris, Sept. 9 (By Airmail) - Financial aid to the French film industry and the general building up of the first 18 months of the government film aid fund's existence of a total of $4,286,000 will be used to finance the production of 96 feature films. About 77,374 went to Unifrance-Film, the organization recently established to promote French films abroad.

Zanuck, Mankiewicz Cited for 'Way Out'

Richard Widmark, one of the stars of 20th Century-Fox's "No Way Out," is here from the Coast for a personal appearance at the RKO-Astro Theatre tonight when he will accept the American Negro Theatre's award to Darryl F. Zanuck, 20th Century-Fox production head, and commending him "for serving humanity through the arts." The award will be presented by Auntie Hattie-Briggs, executive director of the ANT.

In addition to "No Way Out," Zanuck produced the Academy Award winning films as "Pinky" and "Gentleman's Agreement.

Among the speakers from the Riviloe will be Congressman Adlai Chayton Powell, Jl., who will introduce members of the "No Way Out" cast. The feature will be released in New York today from Hollywood to accept the annual award of the Metropolitan Council of B'nai B'rith, receiving a plaque at the Council's annual presentation meeting tomorrow night (14) at the Henry Hudson Hotel, the group which during the preceding year did the most in the field of literature and art in furthering the American democratic ideal.

Benjamin Epstein, national director of the Anti-Defamation League of B'nai B'rith, will make the presentation.

Legion Reviews 7; Two Are Classed 'B'

Seven more pictures have been reviewed by the National Legion of Decency, with two, "Warner's "Three Secrets" and Motion Picture Sales Corp.'s "The Wicked City," rated as Class B. All the others in Class A, Sec. II. They are: "Between Midnight and Dawn," Columbia; "Hijacked," Lippert; "Deported; "Shakedown," Universal-International.

Bonded's Insurance

A new group life insurance plan for actors, with two, Warner's "Three Secrets" and Motion Picture Sales Corp.'s "The Wicked City," rated as Class B. All the others in Class A, Sec. II. They are: "Between Midnight and Dawn," Columbia; "Hijacked," Lippert; "Deported; "Shakedown," Universal-International.

MacMillen To Chicago Meet

William C. MacMillen, president of Fox Eagle Classics, accompanied by William J. Heimann, vice-president in charge of domestic affairs, and Carl Cranone, general sales manager, heads a delegation of home office executives who will meet with branch managers, salesmen and bookers for a three-day regional sales meeting, to be held at the Blackstone Hotel in Chicago, tomorrow, through Saturday.

In the delegation will be Leon Brandt, national director of advertising; Robert J. Matchette, metropolitan division manager; Jack Schlaifer, sales representative for N. Peter Rathvon; Joseph Sugar, head of ELC's contract department, and Jules K. Chapman, in charge of branch administration.

In addition to the $6,200,000 national cash prizes will be awarded for "RKO's Slaves," by Jackie Robinson Story," it was announced here last night by Milton E. Cooper, RKO's vice-president, sales and advertising.

For the best results nationally in billings and collections during the year, there will be one first prize of $750, second prize of $300, a fourth of $200, a fifth of $1.50, sixth of $125, and a seventh prize of $100.

WB Houses in 2nd Box-Office Drive

Harry Goldberg, Warner Theatres' publicity-advertising director, will preside over a meeting of the company's zone advertising men at the home office Monday. The meeting will be attended by many of the company's partners are scheduled to hear. Failure to end the partnership by agreement is expected to result in a suit by a court of a trust to carry out dissolution.

KRO-Reade Case Up Again on Friday

A hearing has been set for Friday in New Jersey Superior Court at Trenton, for a continuance in connection with dissolution of the RKO Theatres and Walter Reade partnership, in Trenton-New Brunswick Theatres.

A motion to reargue portions of the case, made by counsel for the States, party owner of the circuit, and a motion for entry of judgment giving RKO and Reade 15 days in which to present the partnership is scheduled to be heard. Failure to end the partnership by agreement is expected to result in a suit by a court of a trust to carry out dissolution.

The event judgment is entered, Reade could appeal, renewing the possibility thereafter of negotiations with RKO for an out-of-court settlement. Previous attempts to negotiate a settlement have been unsuccessful.

Premiere Of 'Triol' Brings 3 to N. Y.

A trio of talent will arrive in New York this month for the benefit opening of "Triol," the J. Arthur Rank film based on three stories by W. Somerset Maugham, set for the Sutton Theatre on Oct. 10.

Heading the group is Sidney Box, then a great American, and, along with the trio, will arrive from London, Jean Simmons, the star, will arrive from London over the weekend. Sept. 27 is the scheduled opening day of "Triol," set for a new studio in London, and Somerset Maugham, also from England.
Tram Strike Cuts Business by 60%

Boston, Sept. 12.—Grosses were reported off 50 to 60 per cent in the theatres in the Lowell and Lawrence areas as a result of a seven-day strike of over 150 members of the Eastern Massachusetts Street Railway which ended this week. The strike was called by a general strike—rate aversion. Exhibition of Ne Call River, Taunton, Brockton, Quine, South Boston and Melrose, Wakefield, Reading, Haverhill, Salem, North Andover and North of Boston feared a spread of the strike to those cities and it is feared it would have affected 80 theatres.

Labor Leader Heads Canada Film Group

OTTAWA, Sept. 12.—Gordon G. Cushing, secretary-treasurer of the Trades and Labor Congress of Canada, has been named to the National Trade Union Film Committee, a group organized to aid the production and distribution of labor films in this country. Cushing will be succeeded in subsequent periods of the committee's term by representatives of the Canadian Congress of Labor and the Canadian Catholic Federation of Labor.

According to an announcement of policy drawn up at the group's initial meeting held here at the Canadian Film Institute, the committee will screen suitable labor films produced inside or outside of Canada, evaluate labor films, encourage and advise the production of films and filmstrips for use by organized labor, develop the effective use of such films and act as a clearing house for labor films.

The committee has announced that two films on labor produced by the Canadian Film Board are in final release and that others may be sponsored or produced shortly. The committee will publish a catalog of labor films early in the fall.

R. J. Kidd, associate director of the Canadian Association for Adult Education, was elected secretary-treasurer.

Other committee members are Gerald Pelletier, editor, and Fernand Folcore, educational director, Canadian Catholic Federation of Labor; Jack Williams, director of public relations, and A. Andras, assistant director of research, Canadian Congress of Labor; L. E. Wymser, director of public relations, and R. G. Mars, director of labor relations, Canadian National Film Board; G. R. Carroll, representing the industrial relations branch of the Federal Department of Labour; the Rev. John Sheehan, director of canon law; and Robert Selby, director of non-theatrical films, National Film Board, and Gordon Adamson, assistant secretary, Canadian Film Institute.

Wednesday, September 13, 1950
MOTION PICTURE DAILY

Review

"All About Eve"

(20th Century-Fox)

In "All About Eve," the special world of Broadway and the mid-Forties comes under the bold microscope of Joseph L. Mankiewicz. His investigation is sharp and smart, knowing and sophisticated and particularly interesting. It is a study of the many faces of the chapter of the human, and the people around whom he develops his drama. But the base is not necessarily limited to them and will be broad enough to excite the attention of those who like their knowledge of the chapter small and uncorrupted.

"All About Eve" is the kind of attraction which the trade catalogues as a "big city" show. Its appeal to the strata of audiences which frequent downtown is first—runs not doubt will be very considerable and, in a city as metropolitan as New York, there will be a number. When the film gets moving around in the broad belt of America, however, a measure of reserve as to the kind of reception it is apt to encounter appears unavoidable.

This is a screen original written by Mankiewicz and directed by him under the personal producing auspices of Darryl F. Zanuck. By all approaches, except for its unusual length—two hours and 16 minutes—the handiwork is hand-riveted. It is a strong, forceful production and so, also, is its treatment; the writing is pungent, probing and often satirical; the direction is intelligent and highly competent; the principal performances are the best of the top of character acting in this country.

This is the accident, incidentally, which inaugurates 20th Century-Fox's "synchronized performance" plan, that device designed to influence audiences to bring the curtain down on its opening in the beginning and to deny them seats once the beginning gets under way. Theatrons are not unanimous about the practicabilities of the innovation although in the way in which the film has been constructed dramatically suggests it will be most completely satisfying if seen from the very beginning.

The explanation resides in the fact that the body of the film is a flashback in which the character and motivations are quite apt to take on an aura of mystery unless the audience is in the know from the beginning.

The story revolves around Anne Baxter, burning with stage ambition and prepared to allow nothing to stand in the way of her goal. Nor does she attempt to try her way up but makes a direct approach to Miss Davis, her acting and writing instructor at the behest of Celeste Holm, who portrays the wife of Hugh Marlowe, playwright responsible for Miss Davis's long series of stage successes. In due course Miss Davis is engaged to stage-direct "Price's College," with Miss Baxter to steal Gary Merrill, who stage-directs Miss Davis's plays and who also loves her. This failure she sets out to break up Miss Davis's hold on the stage and almost succeeds. It is George Sanders, not Miss Baxter who blocks this in behalf of his own ego. By now, the group which was taken in by Miss Baxter's surface naive and sweetness knows her for what she is. One of the interesting twists makes it clear that while her methods are ruthless and unscrupulous, Miss Baxter is never pursuing a whim. She actually has a genuine dramatic talent, sufficiently aided by her own plotting, to mark her eventually as the outstanding actress of the New York stage and recipient of her honor at the end.

Mankiewicz develops his own story and script with assurance and clever twists. He has persuaded his chief players to deliver an array of performances which are merry and choice. Bette Davis, for instance, has not had so laudable a role since her friendship with Miss Baxter, the unscrupulous of the two. She is giving a performance that is as artificial as the world, but nevertheless there is a believability about them which attests fully to the measure of their dramatic abilities.


Tailor Shop for Rank Theatre Site

Los Angeles, Sept. 12.—The Tailor in London's Strand has been sold by the J. Arthur Rank organization to Sir Maurice Burton, clothing manufacturer and owner of a chain of tailor shops. Purchase price was $500,000. Burton plans to tear down the theatre and build a new one in the site by pending his obtaining a government building permit the Rank organization is thinking of operating the theatre under lease.

Asks 'Plug' for New 'Go to Movies' Disc

Stressing that M-G-M Records' new disc, entitled "Let's Go Out to the Movies," has a good product for radio stations, the company asks listeners for "plugged" hard enough, Frank Walker, M-G-M Records head, is offering the record to advertisers on a cost basis for playing in lobbies and supplying local disc jockeys. It is offered by the Korn Koblers.

Bans Bank Night as A Lottery in Elyria

ELYRIA, O., Sept. 12.—A drive to ban bank nights, or "any kind of lottery" in Ohio's Lorain county has been inaugurated by Sheriff Carl N. Fiegen and Prosecutor Paul Milkins.

The order to ban bank nights, which have been held in several theatres in the county, came after a citation served to John Tender, manager of the Carlisle drive-in, near here. Prosecutor Milkins has ruled that bank night is a lottery and hence is illegal.

Testimonial for Moritz

CINCINNATI, Sept. 12.—Allan S. Moritz, president and owner of Cincinnati Variety Club and representative to Variety International, will be recipient of a testimonial dinner to be given by the local tent on Sept. 18, which will be attended by international chairlady Marie Wolf, Morris recently resigned as Columbia branch manager to devote all of his time to his own theatre interests in the Louisville area.

Wis. Allied Names Convention Leaders

MILWAUKEE, Sept. 12.—Seven chairmen of specific activities and four group-discussion leaders have been named by Ben Marcus, president, and Angelo Provanzino, convention general chairman, for the annual convention of Wisconsin's Independent Theatre Owners of Wisconsin, set for Oct. 30-Nov. 1, at the Schroeder Hotel here.

The committee members are: Arnold Brunan, tickets; A. Sperber, publicity; Charles W. Traupe, program; Eileen Walsh, contest chair; Frank J. McWilliams, reception; Edward Johnson, year book and exhibits; and William Pierce, registration.

S. J. Goldberg will lead a group discussion on drive-in theatres; Russell Liddy will head a discussion of key town runs; Eric Brown will carry the small town theatres discussion, and the subject of subsequent runs will be managed by Edward E. Johnson.

Howard to Preside at 'Boost Business' Meet

Today in Cincinnati the second of RKO Theatres' "Boost Your Business" drives will take place with William W. Howard as assistant general manager presiding.

Attending will be Joseph Alexander, district manager, Columbus and Dayton; Nate Wise, publicity manager of the territory and Hubert Stein, from the Columbus office of the aforementioned town. The home office contingent will include Sol A. Schwartz, executive vice president; Harry Mandel, national director of advertising-publicity, and Matty Polon and Robert Sherman of the booking department.

NEWS in Brief

WALTER READE interests will resume operation of the 583-seat deluxe Park Avenue Theatre after Dec. 3 when Universal will relinquish lease which has been in effect since Dec., 1946.

Readie built the theatre in 1946 as a showcase for his studio and Universal used it primarily as a showcase for its J. Arthur Rank production, played in two-a-day, reserved seat basis. Future policy for the theatre is now being determined.

Hollywood, Sept. 12.—Normandy Productions has been formed here by Arthur Kipple, Rudolph Monter and Robert Goebel, Jr., for the production of a film comedy, "Texas Scandal." Releasing channels have not been set.

Nine speaking engagements have been slated for Marilyn Monroe, Woodrow, assistant to H. M. Richey, M-G-M ex-husband relations director, during the next six weeks. Yesterday he spoke before the Kiwanis club of Saco, Maine.

Other dates set are: Sept. 25, Rotary, Oil City; Sept. 27, Kiwanis, Pa.; Oct. 7, Municipal, Milford, Ohio; Oct. 4, Rotary, Johnstown, and Oct. 10, combined club dinner, Uniontown, Pa. Miss Monroe recently made her first week on screen in "Red River," Universal's Wheeling; Oct. 17, Kiwanis, Clarksburg, and Oct. 18, Kiwanis, Morgantown, all in West Virginia.
Canadians to Meet on Emergency Problems

Toronto, Sept. 12.—A call has been issued for the annual convention of the Motion Picture Theatres Association of Ontario to be held on Tuesday, Oct. 31, at the King Edward Hotel, Toronto, when delegates representing more than 400 theatres will wrestle with problems arising from the newly-imposed conditions under the war-preparation program of the Canadian government.

Would Change Royal Film Selection Plan

LONDON, Sept. 12.—The British Film Producers' Association has suggested to the Cinematograph Trade Benevolent Fund that the current system of selecting a British and American picture alternately for the annual Cannes Film Competition be abandoned in favor of a free-for-all contest. BFFA suggests that a selection panel be formed comprising of representatives of the three trade organizations, together with representatives of the British Film Academy and the Trade Benevolent Fund. The plan follows suggestions that 20th Century-Fox's "Mindbark," should be this year's pick.

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U.S. Film and Equipment Exports Are Off 11 Percent

WASHINGTON, Sept. 12.—U.S. exports of motion picture film and equipment during the first six months of 1930 were almost 11 per cent below comparable figures of 1929 shipments, the U.S. Commerce Department reported today. Film chief Nathan D. Golden and exports during the first six months of 1930 amounted to $10,988,125, against $12,322,584 in the 1949 January-June period. Gains were made in shipments of the positive and negative rawstock and cameras and projectors, but these were more than offset by a drop in exports of exposed feature films and most other types of equipment.

Exports of 35mm. negative exposed film dropped from $5,094,604 to $4,933,689, down 501 feet. Shipments of 35mm. positive exposed or developed feature film dropped from 116,026,876 to 107,847,388.

For every type of equipment shipped a drop except 8mm. cameras and projectors, sound recording equipment, and screens. Especially sharp was the 16mm. camera, 35mm. and 16mm. projectors, sound reproducing equipment and projection equipment parts.

Gross Upswing Is Seen in Canada

OTTAWA, Sept. 12.—With more and more laborious winning a 40-hour week instead of working 44 to 48 hours, faced by Bryan Holstrom, head of Canada Hold, it is now that motion picture theatre attendance can be expected to increase sharply toward the latter part of this year and early in 1951.

Never in the history of Canada have so many people earned as much and worked on a 40-hour basis. In many populated areas where more theatres are located.

During the recent nationwide automobile strike, it was noted that thousands of workers were laid off in various industries across Canada and immediately many theatres found their attendances much higher, especially at matinees. With 40-hour working week now becoming widespread and expected to involve hundreds of thousands of workers within the next couple of months, there are grounds to be little doubt among the theatre operators that more Canadians will attend theatres.

To Discuss Effects of Video on Theatres

The effects of television on the motion picture theatre will be described by Benjamin Schlanger and William A. Hoffberg, theatre engineering and architectural consultants, who will highlight a full day of reports and discussions on various aspects of film exhibition in the 20th Century-Fox presentation of the Society of Motion Picture and Television Engineers, to be held October 16-20 at the Lake Placid Club, Lake Placid, N. Y.

Schlanger and Hoffberg will present what they refer to as an "accelerated" need, imposed by the advent of television, for refinements and improvements in motion picture presentation.

Eleven Plan SMPTE Meet

In charge of over-all planning for the 69th convention of the Society of Motion Picture and Television Engineers at the Lake Placid Club, N. Y., Oct. 16-20, will be William B. Ezell, manager of the Hollywood Technicolor Photographic Laboratories, and Mrs. Oscar F. New as chairman of the local committee. The program of 52 technical papers and reports—has been assembled by a committee under direction of its New York vice-president, Dr. E. S. Sponable, Society president, will direct the opening and closing ceremonies, along with Mrs. E. F. Gaib and Paul D. Beene, director of the Society's membership program, will represent membership activities, assisted by Allen G. Smith.

8 Warner Features

Hollywood, Sept. 12.—Four pictures are scheduled to go before Warners cameras this month. With another four already under stage, one or two on location, eight will be in production by the last week of September. "Cyrano," by starring Joan Crawford, will start in about 10 days. Vincent Sherman will direct, with Henry Blanke producing. Following will be "Spring in New York," which Alfred Hitchcock will direct; "The Story of Folsom," to be produced by the Tracy's in Canada, starring Kirk Douglas, with Ronald Walsh directing and Anthony Veiller producing. Currently in production are "A Streetcar Named Desire," with Vivien Leigh and Marlon Brandao as the stars, a Charles K. Feldman Group production, with Elia Kazan as director; and "Jim Thorpe—All Ameri- can," starring Michael Curtiz directing and Everett Freeman as producer. Also, "Opera- tion Pacific," with John Wayne as the star, for George Seaton and Louis F. Edelman producing, and "Lullaby of Broadway," Technicolor musical starring Gene Nelson, Billy De Wolfe and S. Z. Sa- kall, directed by David Butler and produced by William Jacobs.

Seeks Aid Against Mexican Film Law

MEXICO, Sept. 12.—Support for the industry's opposition to Mexico's National Cinematographic Law, enacted last year but not yet enforced, is being sought by the National Cinematographic Industry Chamber, the Confederation of Industry Chambers.

Charging that enforcement of the act virtually means turning the film industry over to the government, the chamber told the Confederation that exhibitors, distributors and producers particularly object to the act because it makes it necessary to pay government body, and distributors opposed regulations designed to force the exhibitors to show Mexican-made films, the chamber said.

The Minister of the Interior assigned a committee of three to hear the complaints made by the chamber.

Feature Production Is Off on the Coast

Hollywood, Sept. 12.—The production tally dropped six points for a total of 129 features in workshops. Four pictures were started, while 10 were completed.


Kodak Makes Five New Appointments

ROCHESTER, N. Y., Sept. 12.—Charles Flinn, Eastman Kodak's Kodak Park general manager and vice-president has made five new appointments, as follows:

Marion E. Russell, assistant general superintendent of film departments; Louis K. Ellers, his assistant; Dr. Austin J. Gould, superintendent of roll-coating; Harold A. Hart, superintendent of processing; Dr. John G. Muller, superintendent of film office services.

Evans with 20th-Fox

CHICAGO, Sept. 12.—Harold W. (Elrich) Evans, formerly Midwest exploiter for United Artists, has joined 20th-Century-Fox and will handle the Midwest division with headquarters in Kansas City.

"Cyrano's" Roadshow

"Cyrano's" Roadshow (Continued from page 1)

Joe Ferrer starring vehicle was ar- rived at in the belief that its content could and did need the special handling, Schaefer indicated. He said the New York Bajou, where "The Big Sleep" has been playing for some time, has been selected for the initial local run of "Cyrano." Speculating on the role of "Hamlet" and "Henry Vth," both of which play productions with its being its dramatics, Schaefer added, they are restricted in area, the reasons why the picture qualifies for special handling. Those 20th-Fox productions both were roadshowed in the U. S. "The Men," the Kramer productions in the New York radio City Music Hall, will gross $2,500,000 by the time it winds up its initial release engagements next June, Schaefer predicted.
French Says Public Accepts Maco Gradual Price Rise

MINNEAPOLIS, Sept. 12.—Any increase in admission prices should be determined by the individual situation, according to Henry B. French, president of the Minnesota Amusement Co., who cited his circuit's gradual upward revision of prices during the past year. "I don't think it can be done across the board," French said, explaining Maco's revisions were made in view of warnings from managerial and careful study on the policy level of each situation. He said there has not been a single project following price raise, indicating public acceptance of higher rates as a justified adjustment. "In one situation, a Minneapolis neighborhood house, we reduced admission prices because we thought it would improve the net income of the establishment, and but for that use, we would have raised the price from the old scale when the gross declined proportionately.

Blumberg Pact

(Continued from page 1)

rangement were not brought to light until yesterday. A three-and-three-quarter week salary under the new contract will continue in force until the salary Blumberg is receiving at present, however, was for $2,000 per week, but he took a voluntary cut to $1,300 in 1948. Other contractors also took voluntary cuts at that time.

The agreement stipulates that the new contract is subject to approval by company stockholders. The annual meeting, but no later than Dec. 31 next. Since the company's 80 stockholders are all the stockholders, the agreement means are held in the special, a special meeting may be called prior to Dec. 31.

The contract provides that the $1,000 weekly arrangement for the second five-year period would go into effect during the 1951-1955 employment period were "incapacities" or death of Blumberg to terminate prematurely the employment pact.

In such an event the arrangement would run for five years, but not longer than five years, if death of death to go to Mrs. Blank. Blumberg or to a personal representative were she not alive. If Blumberg should not be alive to receive the $1,000 weekly payments at the time they normally come due, or would die during the period, Mrs. Blumberg then would receive them for the duration of the arrangement. Alive, Blumberg would serve the company in an "advisory" capacity for the five-year period immediately following the first five years at the $1,000 weekly salary.

However, nothing in the contract would appear to preclude Blumberg from entering into a new agreement with the company on an active rather than an advisory basis.

Series Telecasts

(Continued from page 1)

able free of charge in all homes and public places, it is difficult to say or estimate how much of the telecasts should be charged toMrs. Blank, circuit president.

The increases range from five to 10 cents, Blank said, with both the 30 and the 35-cent top prices boosted to 60 cents. He observed that prices were still below the increase in operating expenses.

Waters Circuit

ATLANTA, Sept. 12.—The Waters Theatre Circuit in Birmingham has plans for two 600-car drive-in's there this fall. They will take over the five neighborhood theatres from Community Theatres. The Waters Theatre will lease to Acme Theatres the Lyric there. These five it will make 18 for Waters.

C. Smakowitz Warns Against a Price Rise

Albany, N. Y., Sept. 12.—It would be unwise to increase admission prices, said C. Smakowitz, Warner Theatres' zone manager here. He stated business had been too much affected recently to make a price hike worthwhile at the time. Smakowitz does believe that some subsequent-run situations may be charging too little.

Nat'l Theatres Loan

(Continued from page 1)

of each being Aug. 1, 1955. "Stitching fund" prepayments on the $75,000 loan will be in the principal amount of $175,000 on Feb. 1 of each year; $175,000 on Aug. 1 of each year, and additional amounts based on the company's net income.

On June 15, 1951 a principal prepayment is to be made in an amount equal to three-and-three-quarter per cent of consolidated net income for the 1950 fiscal year.

Moreover, on June 15, 1952, and on June 15 of each year thereafter, principal prepayments are to be made in an "amount equal to 15 per cent of the first $5,000,000 of such consolidated net income for the company's previous fiscal year, and 10 per cent of such consolidated net income in excess of $5,000,000."

There was no official indication of the purpose for the loan. Recently the New York Herald-Tribune reported without confirmation that 20th-Century-Fox planned to retire its outstanding preferred stock with funds to be received from National Theatres as a corollary of the projected separation of its production-distribution from exhibition operations.

When queried on the published report, company officials said some such action was inevitable, but that formal plans were not yet completed.

George J. Schaefer, sales chief for Stanley Kramer Productions, who attended last week's SIMPPP ratification meeting of which Schaefer made this disclosure here yesterday.

That SIMPPP members will go all out to secure as much revenue as possible from England during the forthcoming 1952-53 season was revealed by Schaefer yesterday. "They know the value to the fact that they can get extra benefits by buying British films and producing in England," Schaefer explained.

Schaefer intimated that "pool" productions, if decided upon, would be pictures whose commercial promise is unmistakably evident. Under the formula's "bono" provisions American companies will be permitted to convert into such a "pool" up to 23 per cent of sterling expenditures for film production in Britain. The independents are of the opinion apparently that their collections are "too small" such that they can capitalize not only on this conversion provision, but make up for unprofitable efforts in Britain pay off in the American market.

"I asked whether Stanley Kramer would be receptive to entering such a pooling arrangement, Schaefer said that the producer "could" do it, but has not yet weighed the possibilities sufficiently to arrive at a decision. This, presumably, is the stage at which the other members of SIMPPP are at present in their studying of prospects. In addition to Kramer, SIMPPP members include Dore Schary, Benedict Bogeaus, William Cagney, California Pictures, Lester Cowan, Walt Disney, Edward A. Goldman, Samuel Goldwyn, Sol Lesser, James Wassen, Seymour Nebenzal, Mary Pickford, Charles R., Rogers, Edward Small, Hunt Stromberg, David O. Selznick, Vantage Films, and Walter Wanger.

Scheduled Show Plan

(Continued from page 1)

theatres in small towns as well as those in large cities. "General response from exhibitors indicated an awareness of the unprecedented nature of the new plan with a definite feeling that the resultant publicity and goodwill from a satisfied public would prove its worth," according to 20th Century-Fox, which also reports that it has consulted with several ticket-printing establishments to find out ways for theatres to facilitate advance ticket sales.

All this information is currently being utilized at the home office in preparing a detailed plan which will enable exhibitors to handle the "scheduled performances" in the simplest manner. The master plan will be incorporated into the program of each theatre, which will be distributed early in October.

"All About Eve" will start its "scheduled performances" engagement at the Roxy Theatre here on Friday, Oct. 13. The advance ticket sale for this section will begin on this Friday, from a special box-office being set up in the outer lobby. Tickets will be on sale daily from 10 A.M. to 9:30 P.M., except Sundays when the box-office will be open from 11:30 A.M. to 9:30 P.M.

"Inasmuch as the Pittsburgh convention promises to be one of the best attended that Allied has ever held, Mayer's address will be an important milestone in the development of COMPO," said Rembusch.

CHARLTON HESTON, NEW LOVER-RUGGED AND ROMANTIC!

A HAL WALLIS PRODUCTION—FROM PARAMOUNT

**Coming Soon In DARK CITY**
This fifteen-minute 35 mm color movie, "Carbon Arc Projection", took two years to produce...cost $80,000...and has been called the finest thing of its kind ever made. Tells you the inside story of the what, why and how of the "National" High Intensity Carbon Arc. Shows you why this type of carbon arc gives finer screen visibility, better color balance, and keeps patrons coming back to your theatre. A vivid, fast moving show. Every theatre manager and his staff should see it.

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Labor Favors 75¢ Minimum; Showmen Attack Tomorrow

Exhibitors of the New York Metropolitan area will have the floor to themselves when they attack the proposed 50 to 75¢ cent New York State minimum wage for theatre employees at a hearing here tomorrow before State Industrial Commissioner Edward Corsi.

Film industry labor, which sought a $1 minimum at recent hearings conducted by the Minimum Wage Board for the Amusement and Entertainment Industry, has indicated its satisfaction with the proposed scale and will not contest it.

The overwhelming majority of labor representatives queried here yesterday on their views of the scale recommended by the Board issued replies which boil down to this: "The recommendation is fair and we are confident that Corsi will give it his blessing."

The speculation is that Corsi, currently under the courts, will publish a report which will serve to increase the minimum wage even further.

Tickets on Sale for 'Big 10' Telecast

Detroit, Sept. 13—Reservations are now available at the 5,000-seat Michigan Theatre here for tickets, both reserved and guaranteed seats, to the first large-screen telecast of a "Big 10" football contest. The game, University of Michigan vs. Michigan State College, on Sept. 30, will be presented to the Michigan screen from Ann Arbor.

Complete details of the event will be disclosed when announced by Earl J. Hudson, president of United Detroit Theatres, which operates the Michigan.

Dembow to Coast on Brandt's RKO Deal

Sam Dembow, Jr., intermediary in the Harry Brandt-Trans Lux Theatres negotiations for purchase of Howard Hughes' interest in the post-divorce RKO theatre company, is scheduled to leave here for the Coast today in an attempt to work out details of the deal which are still pending.

Dembow will meet with Noah Dietrich, Hughes' executive aide, and Thomas Shadie, Hughes' attorney. The principals on both sides are in agreement on terms by which Trans Lux would acquire Hughes' 150 theatres in the post-divorce theatre company, representing a controlling interest, at a price of over $20 million.

The projected merger of Trans Lux and Hughes' interests was scheduled for a closing today.

Former US Lawyers File Trust Suits For $1,800,000

Washington, Sept. 13—Two more anti-trust suits asking combined treble damages of $1,800,000 have been filed against the eight major distribution companies, both by attorneys formerly associated with the Department of Justice in government anti-trust litigation against the film industry.

Robert L. Wright, formerly in charge of the government's New York office, and E. W. Schlessinger, formerly with the Anti-Trust Division, file the suits.

Grants UPT More Time to Divest

New York Federal Judge Edward A. Conner yesterday signed a Paramount consent decree order granting United Paramount Theatres an additional nine months to effect divestiture of theatres in 19 cities in Alabama, Florida, Louisiana, Mississippi, North Carolina and Texas, and setting instructions on the
Personal Mention

TRUMAN T. REMBURUS, president of Allied States Association, will return to Indianapolis today from Washington.

CATHARINE E. FALCON, secretary of the International Association of and Foreign department executive, is playing a leading role in the International Screen Directors of the "Beggar's Opera," currently at the Carnegie Recital Hall here.

GARL SULLIVAN, Theaters Owners of America executive director, will appear on the Skouras Theatres television show "Talent Parade," on Saturday night.

ERIC A. JOHNSTON, president of Motion Picture Association of America, has returned to Washington after a lengthy stay at his home in Spokane.

HAROLD WIRTHWEIN, Monogram Western sales manager, is in St. Louis from the presence of his office here tomorrow for Des Moines.

GLORIA SWANSON will be mistress-of-ceremonies on NBC's TV show, "The Saturday Night Revue," on Sat.

SALLY McGOVERN of Time and Life will leave here tomorrow for Bermuda on the S. S. Queen of Bermuda.

Skouras to Report At NCCJ Luncheon

Spyros Skouras, 20th Century-Fox president, will report to industry members of the National Conference of Christians and Jews on the international conference of inter-faith organizations in Paris last spring, at a luncheon-meeting to be held at the Waldorf-Astoria Hotel here next Tuesday.

Skouras represented the motion picture industry in representing J. Robert Rubin, Loew's vice-president and general counsel, who is head of the amusement division industry of NCCJ, will be host at the luncheon.

Negro Group Cites Zanuck at Rivoli

Commendation for "serving humanity through the arts" was given Darryl F. Zanuck last night when the 20th Century-Fox production head was cited by the American Negro Theatre at ceremonies held on the stage of the Rivoli Theatre here. The citation was accepted by Richard Widmark, star of "No Way Out," Zanuck's latest production now playing at the Rivoli.

Sara Allgood, 66

Hollywood, Sept. 13.—Sara Allgood, 66, Irish-born actress, died here Tuesday following an attack of heart disease which caused her hospitalization. She started her film career in 1929 after acting with the Abbey Players in Dublin.

7th Sets 357 Play Dates In Ten Days Starting Oct. 11

Beginning Oct. 11, concentration of 357 play dates in the week-and-a-half period, running through the "Andy Smith Week," will be made, according to Harry Warner, head of the publicity and information division manager for 20th Century-Fox.

In addition, "Two Flags West" will kick-off in 408 situations throughout the south to give added impetus to the program during the 20th Century-Fox release of "Mr. B.I.D."

Mr. B.I.D., the Warner home office stated here yesterday.

The resolution was introduced by Edward W. Clam- age, former state commissioner and state chairmen of the Legion of Progress committee, it was said.

Schulte Liquidating His Detroit Circuit

DETOUR, Sept. 13.—Michigan's larg- est unsullied circuit is being gradu- ally liquidated because of the serious financial strain on its founder, William Schulte. Latest split among the circuits is that of the Century-Fox circuit which is being sold to Bausch Furniture Mfg. Inc.

The promotion utilizes a contest in which listeners are asked to write on the subject, "What Dixie Means to Me." Throughout the broadcasts, listeners were asked to write in to Octo- ber-Fox stars of Southern origin will be heard by transcription discussing the question.

Denton Is Touring For 'Two Flags West'

DALLAS, Sept. 13—In Denton, head of 20th Century-Fox Holl- ywood special service unit, is on a swing of Southern cities to aid the campaign for the 400-theatre satran- tion opening held in October of the company's "Two Flags West," Denton will discuss advertising and publicity ideas with local exhibitors and with 20th Century-Fox branch managers.

To Honor Brickett in Behalf of Academy

The Associated Motion Picture Advertisers here will soon honor the Academy of Motion Picture Arts and Sciences and its top executives at a forthcoming luncheon to be discussed yesterday by Harry McWilliams, president of the AMPA. James W. Brickett, president of the Academy, will be the recipient of an AMPA citation as soon as he can return to Hollywood for the conclu- sion in New York, sometime in October.

He will be accompanied by other Academy officials and some stars.

United Para. Dividend

The board of directors of United Paramount Theatres has declared a dividend of three cents on the outstanding common stock of the corporation, payable on Oct. 20, to hold- ers of record on Sept. 30, according to an announcement yesterday by Leonard H. Goldenson, UPT presi-

Lugon Cites WB For '100% Americanism'

The Illinois American Legi- on has adopted unanimous- ly a special resolution com- menting Harry C. Warner and Warner Brothers Pic- tures for proclaiming a policy of "100 per cent Americanism." At the request of the Legion's employees, the Warner home office stated here yesterday.

The resolution was intro- duced by Edward W. Clam- age, former state commissioner and state chairmen of the Legion of Progress committee, it was said.

An order banning the showing of Russian-made films in Argentina has been issued by the entertainment ad- ministration there, according to press dispatches from Buenos Aires.

The order affects its parent company, the official Soviet agency Artko. The entertainment administration, which is now the U.S. censorship agency, licenses all motion pictures shown in Argentina, it was said.

The Vatican, Columbia's Technicolor feature filmed in Rome, will have its New York premiere at the Victoria Theatre following the run of the current "Our Very Own." The associate, opening feature will be Columbia's "State Secret."
Are You Listening?

IN FRISCO

ON THE 20TH

WARNER BROS.

Three

Secrets

A UNITED STATES PICTURES PRODUCTION
On Reels of Pact

The foregoing disclosures followed by a declaration of a pact reached by Universal and United World with "1A" Local No. 644 of New York, representing cinematographers in other parts of the country as well as New York. Local No. 644, according to the report, forced "1A" Local No. 52 of New York whose soundmen and electricians work with the cameramen.

UA Agreement

The United Artists pay off terms from an agreement dated July 11, 1949, under which the company agreed to a $4.30 pay increase for all ex-ground workers, retroactive to Feb. 1. Negotiations leading up to this settlement had been in progress for a full year. The new settlement involves Camera Employees Local 644 of New York, representing cinematographers in all parts of the country as well as New York. Local No. 644, according to the report, forced "1A" Local No. 52 of New York whose soundmen and electricians work with the cameramen.

75-Cent Minimum

(Continued from page 1)

recently the Republican Party's candidate for Mayor of New York, will be on the ballot in the November general election. United Motion Picture Theatres, Wilby-Kiney Service Corp. and Danville Enterprises, Inc. It charges a conspiracy to give first-run films to theatres operated by the three named defendants to the alleged injury of Lea's North and Lea theatres.

Big Turn-Out Seen

A large contingent of New York exhibition representatives attended yesterday at the Metropolitan Motion Picture Theatres Association and the New York Independent Theatres Guild, which meet particularly are expected to have on hand sound armed with statistics designed to support the Albany area exhibitors' claim at the recent hearing before Corr in that city that the recommended minimums are "unrealistic" and "unfair." Film industry labor representatives, if there are any on hand at the Albany hearing, are expected to testify.

Tomorrow's hearing will be held at the Bar Association Building here. The motion picture board, which includes Fabian theatre vice-president Samuel Rosen and IATSE state ex-officio Michael Mangovan, will sit with Corr.

The only possibility of a labor protest against the recommendations lies with the UOPA, the Screen Employees Guild is affiliated. Jack Ryan, SEG business agent, said yesterday that the group will consider whether it would send a spokesman to the hearing, but he added that "we would still like to see a $1 minimum" SEG members, at any rate, do not come within the jurisdiction of state wages. They are being covered by the general 75-cent-per-hour agreement. The IATSE is understood to be solidly in support of the State Board's recommendations.

Rodgers Maps Plans

(Continued from page 1)

pictures, all completed, will discuss plans for extensive distribution campaigns. Rodgers' postwar plans are well advanced and he feels that the cartoon would be a major hit, but he is keeping his hopes high in one of every one and they come in dazzlingly swift succession.

The supporting cast includes Carl Benton Reed, Gale Robbins, Jeff Donnell, Marjorie Litel, Verna Graham, Lee Patrick, and many others, all contributing their share to a stimulating and refreshing whole.


He also will see about three-fourths of "One Million Toe-Tap Day of Que Vadas," still in production in Italy, and initiate discussions with other executives on plans for its presentation next year. He is also expected to outline plans for special premiere engagements of "King Solomon's Mines" and "Kim" both in Technicolor, which probably will open during the holiday season.

Also scheduled for immediate attention are plans for the triple premiere of "To Please a Lady," to be held in Indianapolis, Akron and Cleveland on Oct. 5-6 with attendance of stars and civic cooperation.

It has been rumored that Rodgers will be invited to the premiere in New Orleans on Sept. 19 of the Technicolor musical, "The Toast of New Orleans." Kathryn Grayson, who starred with J. Carrol Naish and David Niven, will be guest of honor at a costume ball and parade which will highlight the opening.

Paramount Record

(Continued from page 1)

He credited Oscar Morgan, Para- mount short subject sales manager, with having achieved a considerable increase in short subject distribution.
PARAMOUNT'S
ROUSING TRIBUTE
TO THE U. S. MARINES
IS YOURS FOR
ARMISTICE DAY!

"From the halls of Montezuma to the shores of Tripoli"—it's the whole flaming story of how the lusty leather-necks raised the Stars-and-Stripes on foreign soil for the first time.

MAUREEN O'HARA · JOHN PAYNE
in
TRIPOLI
also starring
HOWARD DASILVA
with
PHILIP REED · GRANT WITHERS
Directed by WILL PRICE · Written for the screen by Winston Miller
Produced by William H. Pine and William C. Thomas

Color by TECHNICOLOR

(Book the industry short "On Stage Everybody" and help our disabled vets.)
“This is sheer delight — sparkling, warm-hearted, touchingly whimsical! It is pure entertainment, designed to delight the hearts of audiences from Times Square to Tompkins Corners and cause the exhibitor to reach happily for the black ink!”

There's No Business Like 20th Century-Fox Business

Don't forget ANDY SMITH WEEK October 15-21
Government Again Appoints
Pinanski Bond Drive Head

Because of his achievements in directing the motion picture industry's bond sales efforts last spring, Samuel Pinanski of Boston, president of the Theatre Owners of America, has been named by the U. S. Treasury Department and the Council of Motion Picture Organizations to continue as chairman of a committee that will handle all motion picture activities in connection with an accelerated bond drive to be put on by the Treasury in the fall to encourage increased payroll savings.

Pinanski will take his place among leaders of other industries who will be charged with the duty of building up a greater appreciation of payroll by the COMPO special wartime cooperative drive as a specialized approach to the government's fiscal problems it will become a foundation for a great public bond offering later.

DC Exhibitors
Urge 21-Day
Availabilities

Washington, Sept. 14.—Washington exhibitors today voted to demand that distributors grant an automatic 21-day availability. This was approved at a stormy session of the Motion Picture Theatre Owners of Metropolitan Washington.

The demand was the keynote plank in an eight-point program to boost local box office business presented to the meeting by a special three-man committee, consisting of Frank Sauter, Louis Bernheimer and Lloyd Winnel, Jr.

The meeting also approved committee recommendations to ask that when
(Continued on page 4)

N. Y. Availabilities
Situation Improved

A "marked improvement" in the film availabilities situation has been noted by New York area exhibitors. Queried as to whether complaints registered with distributors by Allied Theatre Owners of New Jersey could be credited with having brought about a reduction in alleged availability delays, Wilbur Snaper, president of the organization, said yesterday that he could not express an opinion in that regard without speculating. He thought it quite possible, however, that
(Continued on page 5)

To Fly German Newsreel Here

Making what is described as an unprecedented special appeal to a foreign language group in the United States, the German-language Movietone News, made in Germany, will be flown to this country weekly to be shown here in German-language theatres, it was announced here yesterday by 20th Century-Fox.

The newsreels will be distributed by the Casino Film Exchange, Inc. of New York, to all theatres specializing in German-language films.

Canada and US to Discuss
Cooperation in Emergency

OTTAWA, Sept. 14.—Cooperation between the Canadian and U. S. motion picture industries, and with their respective governments, in view of the tightening defense measures being taken in both countries is expected to be a major subject at the meeting of the Association of Motion Picture Producers and Laboratories of Canada, scheduled for Sept. 29-30 at the Chateau Laurier Hotel here.

Problems facing the assembled industry will include higher taxes, restrictions on building, material and labor shortages and the outlook for sales.

Representatives of both Canadian and U. S. film interests will attend the meeting and the Canadian gov-

(Continued on page 5)

Coast Blueprint of
War Effort Is Set

The Hollywood segment of the Council of Motion Picture Organizations represented by the Motion Picture Industry Council has completed its blueprint of war effort cooperation between the U. S. Government and the West Coast, but has been asked by the COMPO special wartime cooperation committee to withhold approval of the plan until exhibition and distribution have completed their particular plans for industry-government wartime cooperation.

The MPIC elements acted speedily and with considerable facility when

(Continued on page 4)
Bandits Shoot Two For Pathe Payroll

Two messengers, carrying a $2,200 payroll deposit for the Pathe Laboratory here, were ruthlessly shot down by two men on the way home yesterday. Both messengers were wounded seriously, with one still in a critical condition and the other in a condition where his life is in danger. The bandits, aided by a third man in a car, escaped with the payroll.

According to a Pathe spokesman, the $2,000 was fully insured and the company will suffer no loss.

Meanwhile in Brooklyn yesterday, Strand Theatre manager William McLaughlin robbed of a $2,200 payroll.

Para. Sets Release of
War Film on Korea

"Cassino to Korea," a new Paramount-hour-long film, featuring a narration by war correspondent Quentin Reynolds, has been given a late September release in October, A. W. Schwallberg, president of Paramount Film Distributing Corp., said yesterday.

"Cassino to Korea" has received the approval of the Department of Defense, Paramount said.

Produced by T. L. Richard, head of Paramount News, and directed by Edward Genock, the film is said to draw on footage presented in the fighting in Korea and the American campaign up the boot of Italy in 1944.

"Cassino to Korea" will be the first film to feature front-line footage, much of which has never been shown to the public, according to the company. It is said to have been made under fire by Paramount News cameramen and photographers of the Army Signal Corps, plus films taken from Italian, German and Japanese military photographic units.

Set for release now are the film are Allied and United Nations troops.

Schwartz to L. A. for 'Boost Business' Meet

Los Angeles, Sept. 14.—Sol A. Schwartz, executive vice-president and general manager of the RKO Theatres, will arrive here on Saturday, and on Monday he will preside at the fourth and final regional meeting being held in conjunction with RKO Theatres' "Boost Your Business" campaign to be continued through October, November and December.

Schwartz will not return to New York immediately after Monday's session, he said, and he will be viewing new product at major studios.

Nashville to Have TV

Nashville, Sept. 14.—WSY, which has operated a radio station in Nashville for the past 25 years, inaugurates television on channel 2, with a chain hook-up through Louisville. Crescent Amusement Co. is prepared to install TV receiving apparatus in its theatres.

Personal Mention

STLAS F. SEADLER, M-G-M ad

Announcement

Theatre has been released in the last few weeks.

RICHARD A. HARPER, assistant to M-G-M president and general sales manager William F. Rogers, was given a luncheon yesterday at Pathe Corporation here by friends and associates on his forthcoming marriage to Schatzie Royal, daughter of Roy F. Royal, NBC vice-president.

Art Arthur, Motion Picture Field Council executive on the Coast, left New York last night for Hollywood.

Cole Urges Owners

To Attend Clinic

Dallas, Sept. 14.—Col. H. A. Cole, chairman of national Allied's percentage committee, today urged all independent exhibitors to attend the association's convention to be held in October at the Pen Hotel in Pittsburgh Oct. 1-4, and to participate in the national campaign for military aid. "I am supported by such men as Charles Niles, who will head up the forum and film-buying "school" for small-town managers.

Cole says, "We want to hear from exhibitors themselves if the commitments (from distributors on terms, etc.) received by our campaign are being lived up to. We want to discuss with exhibitors not only these commitments, but also their rights in selective buying. We want to bring to every exhibitor proven methods in buying film where the exhibitor is faced in a situation with a declining box-office or with a lack of a legitimate profit in his operation."

Velde Named ELC's

Detroit Branch Head

Chicago, Sept. 14.—Jim Velde, formerly single Lion Classics and Moines branch manager, has been named to succeed George Lefko as Detroit branch manager, by W. H. Lemen, distribution vice-president. At the same time, Carl Olson has been promoted from salesman to assistant Detroit branch manager, replacing Velde.

Announcement came at the opening day of ELC's three-day regional sales meeting now being held in the Blackstone Hotel here.

Dore Schary Begins

Pre-Campaign Drive

Hollywood, Sept. 14.—Dore Schary, campaign chairman of the Permanent Charities Committee, launched a pre-campaign drive for donations from top-ranking earner at a luncheon held at 20th Century-Fox studios, where 90 ranking employees were solicited for substantial contributions.

The campaign officially opens Oct. 9, with the collection of $10,000, 1,000 in pre-campaign solicitation will be made toward at Paramount.

BlumenstockSetsUp

Multiple Premiere

Plans for the world premiere of Warner Brothers' "Rocky Mountain," starring Errol Flynn, simultaneously in Western theatres, have been set by Mort Blumenstock, vice-president in charge of advertising and publicity. The multiple premiere will be "unusual and controversial," similar to that used for Warner's previous saturation premieres.

The manager, office managers and bookers in Warner's Denver, Los Angeles, Portland, Salt Lake City, San Francisco and Seattle offices have been alerted of the advance promotion preparations currently in work, and of how they can cooperate with exhibitors for maximum results. A blueprint of every phase of activity has been forwarded to all company representatives in those areas.

Available is a special publicity-advertising-exploitation kit which has been distributed to all premiere playdates so that the theatres will be completely coordinated with area plans.

Morrow and Sharp

Form Casting Firm

Marjorie Morrow, formerly casting director of CBS here and East Coast head of Warner Brothers, and Doris Sharp have formed a new casting firm with offices in New York and Hollywood, and agencies in Canada and producers in motion pictures, television, radio and stage. In addition to heading their firm, they will operate on a yearly retainer or package basis for whole casts.

Zimbalist Sets 'Crusoe'

Hollywood, Sept. 14.—Produced Sam Zimbalist will head back to Hollywood from Rome and launch preparations on his new picture, "Que Vida?" which he expects to wind up in late October or early November, according to word reaching here from the Italian capital. Zimbalist will again star Stewart Grauer in "Robinson Crusoe," as he did in his recently-completed "King Solomon's Mines," and the film the Technicolor production in the Bahamas.

D.C. MPTO Okays
TOA in COMPO

Washington, Sept. 14.—Participation in the Council of Motion Picture Organizations by the Theatre Owners of America was approved at a meeting today of the Motion Picture Theatre Owners of Metropolitan Washington, a TOA affiliate.

'Art' House for Detroit

Detroit, Sept. 14.—The Coronet, a new theatre operated by Albert Dezel and Leon Weingarten, has opened here with an announced policy of presenting plays in those areas.

New York Theatres

RADIO CITY MUSIC HALL
Rockefeller Center

'SUNSET BOULEVARD'
William Holden • Gloria Swanson
Erich Von Stroheim
A Paramount Picture

SPECTACULAR STAGE PRESENTATION

in person
CARMEN CAVALLARO
JEAN CARROLL
DOROTHY MAYNE
MANNY DURAN

WADE'S WALT DISNEY'S
PRESENTATION OF THE
Treasure Island
Disneyland

Walt Disney's}
Presentation of the Treasure Island

from "Treasure Island"
Live Action Film

in the Disney Television Shows

in color

THE KELLY MILLER CIRCUS
THE KELLY MILLER CIRCUS

in person
BILL MUKAN
DOROTHY CARPENTER
WILLIAM C. GILLIAM

THE KELLY MILLER CIRCUS
M-G-M's "SUMMER STOCK" SOCKO!


HERE ARE TYPICAL "SUMMER STOCK" RESULTS:
- Tops "Annie Get Your Gun" in 14 comparable spots.
- In 5 cities it tops "Father Of The Bride" July 4th business.
- In 5 cities it beats Thanksgiving records of "Adam's Rib."
- Six day gross in Worcester is $184 less than "Battleground."

Every day in every way it's getting Bigger and Bigger!

M-G-M presents JUDY GARLAND • GENE KELLY in "SUMMER STOCK" co-starring EDDIE BRACKEN • GLORIA DE HAVEN • MARJORIE MAIN • PHIL SILVERS • With Ray Collins • Color by TECHNICOLOR • Screen Play by George Wells and Sy Gomberg • Story by Sy Gomberg • Music by Harry Warren • Lyrics by Mack Gordon • Directed by CHARLES WALTERS
Produced by JOE PASTERNAK • A Metro-Goldwyn-Mayer Picture

IF YOU WANT GOOD NEWS PHONE YOUR M-G-M EXCHANGE!
D.C. Exhibitors Seek 21 Days

(Continued from page 1)

ever a picture is previewed in downtown theatres it also be made available for neighborhood previewing and to promote practices of distributors in allowing drive-in theatres to play pictures on a 21-day basis, to show double features and to admit children free. President A. Julian Brylawski was instructed to continue his efforts to get startels and other young picture personalities to visit the theatres—another of the eight points.

Other Issues

Three others, dealing with cooperative advertising, use of television to advertise product, better public relations with newspapers, radio and television, were referred back to a new four-man committee, consisting of the three original committee members, plus Sidney Lust, to be wrapped into one big proposal. The eighth point, to explore the idea of using "Movie Momie," as a promotion, was rejected.

In its report, the three-man committee said that the past six to eight months have been very bad ones. Even while "there is nothing wrong with our business that good pictures won't cure," the report said, some new ideas and suggestions might help business on pictures that are not sure box-office hits.

The report said many exchanges are ignoring completely the availability of 21-day break and instead are breaking anywhere from 28 to 60 days. An automatic 21-day break, it declared, would give the theatres a better selection of pictures and also allow customers to pick from many pictures for neighborhood theatres instead of just two.

The new four-man committee is supposed to take the matter up with local theatre owners; and if they don’t meet with success there, to take it up with home offices. One committee member said he thought the producers might be interested in a "break-in" before Sept. 25 so they could report to exhibitors at a meeting early in Oct.

On the drive-ins, the committee said it wondered how the exchanges would react if they were accompanied by parents free of charge. Of course, if this privilege is extended to drive-ins, there can be no complaint if we follow the same procedure in the city.

Cooperative Advertising

Turning to cooperative advertising, the three-man committee said that "there is too much money being spent on advertising the first runs, while ignoring completely the second runs." It suggested neighborhood cooperation with the Association or individual theatres on a television show advertising the outstanding big picture, and having the Association itself take time on television six nights a week and show National Screen trailers of the outstanding break picture scheduled for the week.

Ballance Concludes Two Flags’ Meeting

ATLANTA, Sept. 14—Completion of a two-day meeting here was announced today by Harry Ballance, Southern division manager for 20th Century-Fox, who held a series of conferences on plans for the world premiere of "The Long Hot Summer" at the Fox Theatre in this city on Oct. 11. The premiere will spearhead a nationwide and-date opening in more than 400 theatres in this area.

Attending the sessions were the 20th Century-Fox personnel of the local office and Tommy Reed and his staff of the Fox Theatre; George Glish, field executor in the South; C. O. Gregory, and Stirling McCandless, promotion manager of the company, who arrived from New York.

Big Radio Campaign For ‘Mister 880’

An extensive radio campaign for 20th Century Fox’s "Mister 880," using the picture’s unusual title for a tie-in, is being planned through the cooperation of WABC, in New York.

The station is arranging for a series of “cross-plugs” along the following lines for your favori radio programs, turn to 880 on your dial. For your favorite film, see ‘Mister 880’ at the "Roxy Theatre." The promotion is made in advance so you can use it before the Sept. 29 opening.

Alabama Theatre Opened

FORT PAYNE, Ala., Sept. 14—The new DeKalb Theatre, replacing an older theatre, has opened, with E. M. Box, jr., as manager. Col. Thomas H. Byrd, Albertville, Ala., owns the local Strand and the new DeKalb.

Mankiewicz Accepts ‘Democracy’ Award

Joseph L. Mankiewicz, director and co-author of the 20th Century-Fox production "Day of the Towel," accepted the annual award of the Metropolitan Council of Brazil’s Museum last night at Monte Carlo. The plaque is given to “the one who during the preceding year did the most in the field of literature and art in favor of the American democratic ideal.”

Mankiewicz, in accepting the award, defended that what America needs is a new minority—the American Liberal. He said Mankiewicz, “is being slandered, libeled, persecuted and threatened with extinction.” The “new minority,” declared Mankiewicz, “tests” both Fascism and Communism.

House Backs Excess Profits Tax Move

WASHINGTON, Sept. 14 — The House went on record today in favor of enactment of an excess profits tax at this session of Congress, but there is still a good deal of doubt whether such a tax will be enacted.

The House action came in sending the $4,580,000,000 general tax bill to conference. The House voted to instruct its conferees to try and include a provision directing the House Ways and Means Committee and the Senate Finance Committee to report back an excess profits tax bill later this year.

File 8 Percentage Actions in Raleigh

RALEIGH, N. C., Sept. 14 — E. G. Fyrew is the defendant in eight percentage action filed here by RKO, 20th Century-Fox, Paramount, Warner, United Artists, Columbia, Universal and Loew’s in U. S. District Court. Damages asked are based on alleged under-reporting of income taxes at the Colonial and Orpheum theatres at Oxford, N. C.

William T. Joyner and Howard E. Powell, Raleigh, are attorneys for the plaintiffs, with Satterly and Stein of New York as counsel.

Poster Firm Sues NSS, Distributors

CLEVELAND, Sept. 14 — An anti-trust suit asking treble damages of $45,000 was filed in Federal court here today by the Independent Poster Rental Co. against National Screen Service Corp., David Nat Barach and 16 producer-distributor companies, charging monopolistic practices in the distribution of theatre advertising materials.

Studio Strike Tilt

(Continued from page 1)

filed 1,500 motions before the U. S. Supreme Court, naming individual companies, including National Screen Service Corp., and David Nat Barach and 16 producer-distributor companies, charging monopolistic practices in the distribution of theatre advertising materials.
Para. Loan

(Continued from page 1)

Barney Balaban, president of Paramount Pictures, and Donald C. Huiles, head of Prudential’s mortgage loan department, has been part of the program set under the terms of the consent decree of March 3, 1949, under which the studio is to dispose of the Paramount Building within five years of the date of the decree.

Several preliminary negotiations looking towards a sale of the building have been made at a price of about $11,000,000 and $13,000,000.

Meanwhile, leases for office space held by Paramount Pictures and United Paramount Theatres and a lease for operations at the Paramount Theatre, held by Paramount Pictures Theatres Corp., will be continued in effect by 1501 Broadway Corp.

Paramount’s consent in the loan negotiations by Austin C. Keough, vice-president, secretary and general counsel of the company, and the law firm of Simpson, Thacher and Bartlett.

Paramount’s announcement gave no indication of the use to which the loan will be put. However, the company has an intention to reduce the amount of its common stock outstanding and it is believed likely that at least some portion of the new capital may be put into the company’s operations.

Paramount announced 40 months ago it made a standing offer, which has since expired, to purchase its common stock at $21 per share. The stock closed at 21 1/2 on the N. Y. Stock Exchange yesterday.

N. Y. Availabilities

(Continued from page 1)

letters of complaint which he addressed recently to the distributors. New York branch managers contributed to some extent to the improvement noted.

Snapper will report in full on the branch managers’ replies at the meeting of the New Jersey Allied board scheduled for Sept. 27. The Allied board is expected to develop at the meeting specific recommendations regarding availability for presentation to the national convention of Allied States in Pittsburgh on Oct. 2-4.

Snapper also said that he has been able to get local managers to test their letters to the branch managers that local exchanges are not making known their availability of prints sufficiently in advance to give exhibitors in the state an opportunity to negotiate on rentals and prepare suitable advertising for exploitation campaigns. The New Jersey Allied president has contended that branches have been able to limit their availability in many cases only days in advance, whereas three weeks is preferable.

Canada and US

(Continued from page 1)

ment will be represented by W. Arthur Lowden, Canadian Film Commissioner, and A. H. Newman, government film liaison officer, attached to the Department of Trade and Commerce. Taylor Milis will represent the Motion Picture Association of America.

Reviews

"The Holy Year at the Vatican"

(March of Time-Astor Pictures)

A dramatic television view of the Vatican City, coupled with its history and background, is contained in "The Holy Year at the Vatican." Produced by the March of Time and released by Astor Pictures, the 66-minute unit is a sequel to the June picture in the series, "Apostle to Asia," and it will be shown in conjunction with the Holy Year as proclaimed by Pope Pius XI. The picture moves slowly and solemnly and is greatly enhanced by the velvet voice of the Right Reverend Monsignor Fulton John Sheen who does the narration.

While the subject matter is of course of special interest to Catholics, its appeal is to all those of faith.

Opening with a pilgrimage from the United States to the Vatican, led by the most immediate spectator is soon shown the various and intricate activities of the world’s smallest state. Coming into view are the magnificent edifices of the city, the people and pageantry. The films are caught by the camera and a considerable amount of his background is traced. When the great works of art are flashed on the screen one almost speculates on how more effective the subject would have been were it done in color. A short preface to the film is delivered by Kenny Delmar, Richard de Rochemont produced.


MANDI HERBSTMAN

"Across the Badlands"

(Continued from page 1)

DETROIT—story technique is added to typical Western action in "Across the Badlands," with Charles Starrett riding in a dual role as the Durango Kid and as Steve Ransom, Colbert Clark, producer, and Fred F. Sears, director, cleverly throw both the hero and the audience off the villain’s trail until the final few minutes of the production.

As an additional bonus, Ransom is hired by a railway magnate to find the Rana—trail—a 200-mile short-cut through the badlands—and break up a gang which is murdering all those who attempt to discover the route. At the outset, he finds that most of the settlers believe the gang leader is the owner of the town’s only stagecoach.

The suspicion is neatly shifted to the possessor of most of the town’s real estate—a relative of the man who supposedly discovered the trail many years before. Aided by the stumbling of “Sunny" Burnett and the guns of Durango those men are proved innocent and the real killer revealed.

Also supporting the capable Starrett is Stanley Andrews who gives a creditable performance. The film closes as a fairly smooth brain brushing aside slight love interest to focus attention on the mystery.

Running time, 55 minutes. General audience classification. September release.

EL-FC Arbitration

(Continued from page 1)

atat steps to arbitration only after the producer has filed answers to the summons and the complaint which Kaufman filed against EL and its parent companies in September. Demandants have until Sept. 27 to file the answers, having been granted an additional 14 days by the New York Supreme Court when it was found that EL attorneys would not have the reply document prepared by the original Sept. 28 filing deadline.

Reports Some Settlements

Kaufman said yesterday that settlement has been made with some former FC producers, and that a number have not decided on their arbitration deals to EL-FC. He added, however, that others who have settled with FC have decided against arbitration deals for the future with EL-FC and already have closed deals abroad for distribution of some other pictures. Kaufman declined to identify any of the producers to whom he referred.

MacMillen, who was in Los Angeles yesterday and another EL-C sales convention, indicated here this week that former FC producers were “signing up with EL-FC." Kaufman said yesterday that he and MacMillen already have agreed on the amount which FC producers receive in consequence of "tail-end" selling of FC pictures. He said he could not go into a statement of what amount has been made. The sum coming have from MacMillen that the amount to be paid is the subject to be dealt with in arbitration.

Coast Blueprint

(Continued from page 1)

it became apparent that COMPO would make a pledge of cooperation to the government. On the other hand, exhibition and distribution companies already have arrived at a "red tape" of their own making before coming up with their own individual ideas. It has been expected to take two weeks or even a month, before they have ready.

MPIC representatives indicated here yesterday that the West Coast blueprint is a clear-cut outline of cooperation and coordination between government agencies and Hollywood.

When distribution and exhibition companies have drawn up their individual plans they will be submitted to the COMPO board along with MPIC’s, and the agency will be asked to approve a single all-embracing blueprint.

Rubin to Leave

(Continued from page 1)

to Rubin will be appointed SIMP. Rubin handled the prepara- tion of the SIMP pr-trust suit, now pending in Federal Court in Detroit, against Cooperative Photographic of Chicago and United De- troit Theatres.

Murray Joins WPTZ

Edward G. Murray, formerly with the sales department of Monogram Pictures, has joined station WPTZ, Philadelphia, as film buyer.

Group Selling

(Continued from page 1)

policies, and by a survey of distributors who have con- sidered the possibilities for many pictures available in groups.

At least one prominent New York area circuit operator has indicated that he will bring the issue before distributors at an executive meeting on the month that there are many subsequent and subsequent runs in this area particular and that are eager to take "package" offers.

Columbia, 20th Century-Fox and MGM have yet to announce application of such practices to any area, while Columbia last June inaugurated as a "conven-ience to exhibitors" a deal whereby theatres could select the films which the company will produce during 1950-51 as a single "package." However, Columbia is keeping with the trade practice provisions of the industry anti-trust suit and the street-by-picture and theatre-by-theatre selling applies to the distributor’s not making the purchase of certain films an additional condition on the sale of others. However, there is nothing to prevent an exhibitor from volunteering to participate and he is given a 20 per cent cancellation privilege.

4-G-M Awaits Ruling

An M-G-M sales executive, who yesterday said the company still is awaiting word from its attorneys as to whether or not it can adopt group selling, expressed doubt that exhibitors in other than closed situations and relatively uncompetitive areas would become involved. The company revised group sales as meriting the interest only of rural customers or the large chains that are involved in a multiple competition is not a consideration.

Embodied in the Columbia deal was the idea that every product leased within a certain period and under certain conditions. The inauguration of the Columbia policy between A. Montague, Columbia general sales manager, and Charles Niles, Allied Caravan director, the company indicated at the time that it would not “encourage” this kind of selling and, to date, according to informed New York area exhibitors, Columbia has confined the policy to Iowa and Nebraska. Montague has been more or less neutral on whether "big cities" ultimately would be brought within the orbit of its application.

Following 20th-Fox’s recent series of "Showmanship" meetings, that company announced that the basis of all future suitor requests it would be willing to sell in groups of 20 pictures with $10,000, if a “package” was a "big city" area, but has been applied to neither rural nor "big city" areas.

Theatremen in general are under- standed to view group selling with favor because it could enable them to plan their exploitation campaigns far ahead.
D.C. Exhibitors Seek 21 Days

(Continued from page 1)

ever a picture is previewed in downtown theatres it also be made available for neighborhood pictures, and to protest practices of distributors in allowing drive-in theatres to play pictures on a 21-day basis, to show double features, and to admit children free. President A. Julian Brylawski was instructed to continue his efforts to get startling and other young picture personalities to visit the theatres—a
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Other Issues

Three others, dealing with cooperative advertising, use of television to advertise product, better public relations with newspapers, radio and television, were referred back to a new four-man committee, consisting of the three original committee members, plus Sidney Lust, to be wrapped into big proposal. The eighth point, to explore the idea of using "Movie Meme," as a promotion, was rejected. In its report, the three-man com- mittee said that the past six to eight months have been very bad ones. While "there is nothing wrong with our business that good pictures won't cure," the report said, some new ideas and suggestions might help business on pictures that are not sure box-office hits.

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tomers to pick from many pictures for neighborhood theatres instead of just the first-runs, present, Australia.

Theatres Pay Bills For 'Jimmy Fund'

BOSTON, Sept. 14.—A number of theatres and organizations have pledged to finance the expenses involved in raising money for the 1950 Jimmy Fund Drive, Samuel Pinanski, chairman of the drive's finance committee, revealed today.

Pinanski said the following companies and organizations have volunteered: American Theatres Corp., Inter- state Theatres Corp., Lockwood and Gorden Theatres, New England Theatres, Inc., The Variety Club of New England, and Boston Braves Baseball Club.

To All

THEATRE OWNERS IN AMERICA

YOU

Are cordially invited to attend the ANNUAL TESMA TRADE SHOW (THE SHOWMEN'S SHOW) which will be presented on October 8-9-10-11, 1950 at the STEVENS HOTEL, CHI-

CAHO, ILLINOIS

SEE

Every type and kind of equipment used in the conventional and drive-in theatre, including furnishings, building materials, and concession equipment, displayed in more than 125 booths.

HEAR

Speakers from all branches of the theatrical industry and government discuss the industry's problems of the hour at an open meeting in the Grand Ballroom of the STEVENS HOTEL on Monday, October 9th, at 1:00 P.M.

TALK

To the men personally who manufacture the equipment you use. They will all be there.

COME

Don't miss it. It happens only once a year. This Show will be bigger and better than ever before.

Make your hotel reservations NOW.

TESMA THEATRE EQUIPMENT & SUPPLY MANUFACTURERS ASSOCIATION, Inc.
Reviews

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EL-FC Arbitration (Continued from page 1)

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Coast Blueprint (Continued from page 1)

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One "Package"

Twentieth-Fox and M-G-M have yet announce application of such practices to any area, while Columbia last June inaugurated "as a convenience for exhibitors" a deal where the companies will divide the sales of films which the company will produce during 1956-51 as a single "package." M-G-M has been operating a "package" plan keeping with the trade practice provisions of the industry anti-trust suit filed by the theaters, and the exhibition by-picture and theatre-by-theatre selling applies to the distributor's not being able to keep an area, but is conditional on the exhibitor's purchase of others. However, there is nothing to prevent an exhibitor from voluntarily finding in the Buffet area, if he is given a 20 per cent cancellation privilege.

M-G-M Awaits Ruling

An M-G-M sales executive, who yesterday said the company still is awaiting word from its attorneys as to whether or not it can adopt group selling, expressed doubt that exhibitors in other than closed situations and relatively uncompetitive areas would become "package" licensees. He viewed group sales as the interest only of rural customers or the theaters in the large cities who might eschew competition is not a consideration.

Embodied in the Columbia deal was the assurance that no product would be sold in any product leased within a certain period and under certain conditions. The injunction evolved from the interest between A. Montague, Columbia general sales manager, and Charles Niles, Allied, Caravan director. The company indicated at the time that it would not "encourage" this kind of selling and, to date, according to interest, New York area owners.

Columbia has confined the policy to Iowa and Nebraska, Montague has been on the road in the West with their specifications. Whether or not "big cities" ultimately would be brought within the orbit of its application is still a question.

Following 20th-Fox's recent series of "Showmanship" meetings, that company announced that it has in mind no exhibitor or requests it would be willing to sell in groups of 20 pictures with a 20 per cent cancellation convenience. The idea was to make this selling available to exhibitors in small and rural areas, as yet, it has been applied to neither rural nor "big city" areas.

Theatren in general are understood to view group selling with favor because it could enable them to plan their exploitation campaigns far ahead.
"The best truly-recorded film of our time!"
—Parents Magazine

Overture

Century-Fox announces with great pride that it is privileged to offer for immediate exhibition a motion picture of extraordinary power and meaning for today. In terms of the past it is a dramatic warning for the future. American Showmen will want to bring this ringing reaffirmation of a free nation, a free world, a free people to every moviegoer in the land.

Producers of FAREWELL TO YESTERDAY

Produced by
EDMUND REEK

Written by
LOUIS TETUNIC • JOSEPH KENAS

Narrated by Sidney Blackmer,
John Larkin, Kermit Murdock
and William Post, Jr.

A Movietone News Production

Don't forget
ANDY SMITH WEEK
October 15–21

There's No Business Like
CENTURY-FOX Business!
Spyros Skouras Is Named
The ‘Pioneer of the Year’

Spyros P. Skouras, president of the 20th Century-Fox, has been named by the Motion Picture Pioneers—whose membership is limited to men with at least 25 years of service in the industry—as the “Pioneer of the Century.” The announcement was made by Jack Cohen, Columbia executive vice-president and founder and president of the Pioneers. Skouras will receive the orange and yellow roses’ award for outstanding achievement in his field at the Pioneers’ 11th annual dinner, to be held Nov. 16 in the Waldorf-Astoria Hotel here.

Spyros P. Skouras

Closed Cycle Telecast Said Not Approved

Might Bar UPT Plan For ‘Big 10’ Exclusives

Washington, Sept. 17. — The televising of the “Big 10” University of Michigan versus Michigan State College football contest at Ann Arbor on Sept. 18, first of a series, to theatres in Detroit and Chicago is not a certainty. It has not been established whether the 7,000-megacycle channel over which the pictures are to be telecast can be used for the proposed circuit needed to carry them.

It is understood here that Illinois Bell Telephone Co. is about to ask the Federal Communications Commission to clarify the status of the 7,000-megacycle channel as a video-carrier to theatres.

The FCC cannot interfere with the television usage of the regular

Another Week for RKO-Reade Split-up

Trenton, N. J., Sept. 17.—Superior Court Judge Wilfred Lyman on Friday granted counsel for Walter Reade another week in which to advance new arguments, by letter, in the action to dissolve Reade’s partnership with RKO Theatres in the Trenton-New Brunswick Theatres.

Indications are that a decree or

‘Early Last Show’ Leads in Ballot

Queens Borough patrons appear to favor an “early last show” policy, according to early returns on the ballot being conducted in some 50 theatres in that area. Voting, which started last Wednesday, will continue to the end of this week.

The concerted action came in response to complaints that present schedules intensify baby-sitter problems, keep filmgoers up too late and otherwise annoy potential customers. The new plan, if voted in, will go into effect on Oct. 1.

Ontario and Quebec Exhibitors to Meet

Toronto, Sept. 17. — With the fixing of the date of Oct. 31 for the Toronto annual meeting of the Motion Picture Theatres Association of Ontario, executive-secretary Arch H. Jolley has received word that the Quebec Allied Theatrical Industries will hold its convention at Montreal a few days later.

Charlles Bourassa, secretary of the Quebec group, will attend the Ontario meeting as an observer for the exhibitor discussions on preparations to meet the war situation.

7½ Minimum Held Inimical
To Theatres

MMPTA and ITOA Level Discrimination’ Charge

Speaking in behalf of 700 theatres having membership in the Metropolitan Motion Picture Theatres Association and the New York Independent Theatre Owners Association, MMPTA president Leo Brecher on Friday charged that the proposed 50-75-cent New York State minimum wage for theatre employees is “discriminatory against the industry” and warned that the rates would be “30 cents” and “50 cents” if arbitrated in law, “finis” many small neighborhood theatres.

Brecher’s remarks were made before State Industrial Commissioner Edward Corsi at the hearing on the proposed minimums held in the Bar Association Building here. His contentions were challenged by

Brandt-RKO Deal Talks Under Way

Hollywood, Sept. 17.—Meetings between Sam Denby, Jr., intermediary in the negotiations by which Harry Brandt would acquire Howard Hughes’ controlling interest in the post-divorce RKO Theatres company, and Noah Dietrich, Hughes’ executive assistant, continued here over the weekend in an effort to reach an

Bargain

MOTION PICTURE DAILY
NEW YORK, U.S.A., MONDAY, SEPTEMBER 18, 1938
TEN CENTS

OL. NO. 54

 недо handwriting
**Personal Mention**

**Sylvan Left Starts Distribution Firm**

Sylvan Left, formerly salesman with Universal Pictures in New York, has established his own business and has acquired the Reallart franchise for the Albany and Buffalo territories, it was disclosed here at the weekend by Bud Rogers, Reallart's distribution vice president. Left will operate the Reallart Pictures of Up-State New York, with an office at Albany, and a branch shortly to be established in Buffalo.

**Sept. 26 N. J. Allied Meetings Are Set**

Allied Theatre Owners of New Jersey's Sept. 26 board and membership meetings will be held at the Hotel Langham here at the weekend by Wilbur Snapp, organization president.

**500 Attend Toronto Variety Dinner**

**George Glass Coming On 'Cyrano' Opening**

George Glass, vice-president of Stanley Kramer Productions, will arrive here from the Coast on Wednesday for final conferences with George J. Schaefer, Kramer's sales representative, and Meyer Becht, the theatre manager-publicity manager, on the world premiere and key city openings of 'Cyrano de Bergerac,' Kramer's new film production starring Jose Ferrer.

The world premiere will be held at the Toronto Theatre here in mid-November. Subsequent openings in Los Angeles and New Orleans will be scheduled later dates but prior to end of year. The Los Angeles date will be set to qualify the picture for Academy Award consideration. It will play on a two-week, advanced admission policy.

**RKO's Sales Drive Meeting on the Coast**

**Ziv Leases Coast Studio for Video**

The Frederic W. Ziv Co. and its affiliate, Ziv Television Programs, Inc., have taken a five-year lease on substantial portion of the California Studios, formerly Enterprise, in Hollywood, it is announced.

RKO, which is involved in the transaction, was $100,000 in cash plus "additional substantial sums" to be paid over the next five years. The contract was signed by John L. Sinai for Ziv, and Harry Sherman and Vernon Clark, for the studio.

**'No Way Out' Wins Boston's Okay**

Boston, Sept. 17—Darryl F. Zanuck's 20th Century-Fox production, "No Way Out," has passed the Massachusetts Public Safety's Bureau of Sunday Censorship. The picture now can be shown on Sundays, with some deletions.

**Golden Is Promoted**

Appointment of Fred Golden as vice-president of the Blaine-Thompson organization was announced by Myer Lesser, president. Golden is head of the agency's theatrical department and aide to the vice-president.
THEATRE FALLING DOWN BUT
PICTURE SURE HOLDING UP!

6th UNPRECEDENTED WEEK IN MONTREAL
and So Great, too, in
CLEVELAND (Moveover Business)
MILWAUKEE (Extended playing time)
TORONTO (Smash B.O.)
BOSTON (Solid)

...A WALLOP EVERY TIME!

so young, so bad
Review

Redwood Forest Trail
(Kapitel)

EX ALLEN leaves the open range to take to wooded mountains in this unprenentious Western which finds him saving a forest school for underprivileged boys.

Rex and his partner Alfalfa Switzer, forestry rangers, spend their time tracking the murderer of Miss Jeannet Donnell and saving the boy's school from foreclosure. Miss Donnell has almost been convinced by her suave attorney—the real killer—that the boys are responsible for the death, her father and she is prepared to take entire the property of the school. Rex captures her heart and the killers and all ends well.

The leads capable support capable from Jane Darwell, Pietro Watkin and Jimmy Ogg. Director Philip Ford do the best they can with rather dogging material and a youthful pictur which falls for the good manners and fine clothes of a gang of mobsters. She is warned by a handsome young investigator, who has fallen in love her, that she is associating with a gang of killers and some killings. The detective helps her prove her innocence, capture the killers and resolve the problems at hand.

A high spot is the girl's prison. The penal establishment is modern and the whole thing is filmed. The welcome change was the usual, Valentine Perkets and Robert Rockwell give acceptable performances as the leads. Sufficient light and shooting scenes hold audience interest.

Running time, 60 minutes. General audience classifications. September release.

Skouras Is Named
(Continued from page 1)

KRO-Reade Split
(Continued from page 1)

charitable and humanitarian organizations. Skouras last summer was a member of the Christian and Jews, a global group modeled on the U.S. National Congress of Christians and Jews. He was trying to help in the hope of post-war relief.

Among the many domestic groups in which he has played a leading role are the United Jewish Appeal and the Cardinal's Committee of the Laymen for Catholic Charities.

The working committee of the Ficke's dinner includes Cohn, Simon Fabian, who is chairman of the event; Hal Read, secretary-treasurer of the Ficke's and executive assistant to Jack Cohn, and Marvin Kirsch, a Ficke vice-president, who is vice-president and general manager of Radio Daily.

18 Will Aid in 'Trío' Premiere for Fund

A conference of 18 has been named by Mrs. Ruby Schenck, a member of the "Trío" premiere-Damon Runyon Fund Committee, to assist in the solicitation campaign for the benefit premiere on Sept. 10 at the Sutton Theatre here.

The conference includes: Mrs. Julius T. Abbeke, Charles R. Barrett, Constance De Sede, Mrs. Harold Brandt, Hal Read, Donald Collins, Mrs. David, Mr. and Mrs. Edward Fitzgerald, Jeffrey S. Granger, Ira Haupt, Mrs. Hal Huna, Mrs. Morton Newberger, Irene Penn, Mr. and Mrs. John N. Regents, Ted Sanders and Mrs. Paul Smoll and Jerome Z. Zipkin.

I-U Sets 250 Dates For 'Sleeping City'

The world premiere of Universal-International's "The Sleeping City" at the New York in New York on Wednesday will serve to launch more than 250 dates from Coast-to-Coast. The picture, which is appealing coverage following the "Winches-
ter 73" pattern developed by the company, will be given with all forthcoming dates in the territory following the initial key city openings.

RKO to Produce Korean War Film

Hollywood, Sept. 17.—RKO has announced the immediate production of "Operation Q," in Technicolor, dealing with the Korean war and featuring top RKO talent.

Samuel Bischoff, the producer, already is in Washington arranging for cooperation of key government officials while script-writer Milton Krims, and the camera crew are enroute to Fort Bragg, N. C., to shoot background footage.

NY 'Union' Premiere For Polio Foundation

Paramount, in conjunction with the radio-television industry, will hold a New York premiere on Oct. 3 of "Union Station," for the benefit of the Sister Kenny Foundation.

The picture will open at the Para-

mount Theatre and will be preceded by a special stage show.

Youngstein to Coast
(Continued from page 1)

producers releasing through Para-

mount.

On the eve of his departure Young-

stein said the past year has been a particularly interesting one from the advertising-publicity angle.

"We have had a range of product for all types," he said, "and from this wide variety we have learned how to cope with all of the difficult merchandising problems which present them-

selves in today's market. What we have learned we think will be of benefit not only to ourselves but to all exhibitors."

"We are going to continue to design custom-tailored campaigns to meet the individual requirements of each picture."

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Freedom Crusade Gets SAG Pledge

Screen Actors Guild yesterday offered its "complete support" of the Crusade for Freedom in a telegram signed by SAG president Ronald Reagan and sent to Gen. Laurence MacDonald, chairman of the Crusade, with headquarters in New York.

-except from the Guild's N.Y.
York office, the telegram in-

cluded that "the more Americans are urged to support the Crusade, the more we are proud to enlist in this great counter-offensive against Communist lies and treachery."

Michigan Owners In Serious Tax Jam

Detroit, Sept. 17.—The Michigan unemployment commission has ruled in the case of Irving Katcher, owner of the Willys Theatre in Detroit, that he is entitled to 75% of his pay for the last three years.

Michigan independents have con-

sidered the commission's ruling a minimum of eight cents an hour required for unemployment tax liability. Most have no more than six employees and so consider them-

selves eligible for unemployment benefits.

Further consideration of the case--Saturday and Sunday is to be counted as working in two different weeks. This takes in youngsters hired as weekend usherers.

Katcher ruled that if an employee is on leave of absence or on a vacation that the employee's pay for the entire period—and his relief man is also counted. This could mean that Katcher would be taxed 25 cents a week, or the employee on three weeks would be counted with eight different employes for one job. If an employer took a week's vacation and the union as-

sumes his pay for each day of the three-week period, it would add up to eight, said the commission.

Considering the commission's stand as arbitrary in view of the special working conditions of theatres, Katcher is consulting all possible methods of appeal.

It appears that under the indicated attitude of the commission, a small house might be nearly bankrupted.

Cinecolor Signs
(Continued from page 1)

Hereinafter, under the arrange-

ments made a year ago, Radiant was licensed only to make English and European prints of Cinecolor pictures prepared by the Cinecolor laboratories in the United States. Under the new pact, approved by the British Board of Trade and the Bank of England, Radiant will have its own Cinecolor plant and could print Cinecolor in the United Kingdom. Radiant will purchase 25 per cent of the ordinary shares of Cinecolor, Great Britain, Sir Sidney Cliff, British circuit owner, holding 30 per cent and the Associates, representing the former Radiant stockholders, 50 per cent.

Preferred shares are to be issued and absorbed between Cinecolor and Cliff to provide working capital for plant expansion.

Monday, September 18, 1950
Closed Cycle
(Continued from page 1)
75¢ Minimum Held Imminent

common-carrier, telephone closed-circuit lines but the 7,000-megacycle channel is not in the common carrier range and its status as a carrier of closed circuit television pictures to theatre screens is not known. The channel has never been authorized for such usage. Cross Paramount Theaters' offer in New York could not be reached for comment late Friday on the Washington report of possible complications over using the 7,000, in place of the usual 4,000, megacycle channel for exclusive televising of Big 10 Conference football games this fall.
The arrangements were made by the UPI subsidiaries, Janus & Katz Theatres, Chicago, and United Detroit Theatres, with Conference officials during the summer solely for experimenting with home games of Northwestern University and the University of Michigan, 11 in all, are included in the arrangements. No other telecasts of the games except on film the following day were to be permitted.
The Big 10 has banned telecasts of its games to home receivers this season.
Some theatre observers feel that the FCC make an adverse expression in connection with the Hill-Burh quarry, other means of completing a closed circuit transmission of the games still might be found. It was pointed out that because of the experimental nature of the plan, the FCC, if called upon for an expression, would have no objection to the carrying of the arrangements as now planned.

Michigan Telecast Preparations Are Already Under Way

Detroit, Sept. 17.—Engineers have started work at the 4,000-seat Michigan Theatre here on the first installation in Detroit of "big-screen" television equipment for broadcast, over private channels of the University of Michigan-Michigan State College football game, Sept. 30.
Earl J. Hudson, president of United Industries, a subsidiary of the Michigan, said the project is being undertaken at a great cost and that there will be a nominal increase in admission charge for the event. The response of the public will prove, according to Hudson, just how practical such presentations will be as both entertainment and spectacle.
Hudson said that the Michigan's presentation will differ in every way from the one planned in Chicago. Here it will be staged as a spectacle with

much fanfare, a special band to play conscious music to add to the theatre, and a stage presentation in the form of a football prologue.
The Michigan plans to recreate the atmosphere of the stadium at Ann Arbor, Michigan, with vendors hawking such a variety. In the theatre, "mischmudes" or cutters being sold by "crusty butchers" (pretty sweater girls wearing Michigan and State colors) and the sale of everything from hot dogs to pop.
The theatre will open at 10:45 A.M. Seats reservations are now being taken for the game, and tickets will be sold to the house capacity.

CBS Begins Color Testing in N. Y.

Beginning today, station WCBS-TV and CBS Broadcasting here, will transmit a color test pattern for one hour, daily, from 10 to 11 A.M.
The test, requested by a number of television manufacturers throughout the country, from Monday through Friday until the end of September. CBS said that a conventional home television receiver requires modification before it can receive the signals properly either in color or black-and-white.

4-Day CBS Meeting Opens Here Today

The annual four-day meeting of managers of Columbia Broadcasting System-owned stations and station represented by CBS will open today at New York's Ritz-Carlon Hotel, J. Kelly Smith, CBS vice-president, announced.

This year's meeting will embrace both AM and TV matters.
“Neither snow, nor rain, nor heat, nor gloom of night stays these couriers from the swift completion of their appointed rounds.”

On New York’s Postoffice Building... this famous legend eulogizes the mailman... whose dependable delivery of mail... one of our most important means of communication... is often taken-for-granted.

The PRIZE BABY, too, is often taken-for-granted... as he meets the handicaps of weather, war, floods, and strikes... while delivering with routine dependability, some 315,768 items of essential theatre advertising... EVERY WEEK... in the form of much-needed TRAILERS and ACCESSORIES!

That we are taken-for-granted, is a great compliment... for... it is our wish that, when you place your order with N.S.S.... you relax... in the comfortable knowledge that you can always count on SERVICE from... the Prize Baby of the Industry!
Co-op Plan for Buying Before Allied Meeting

Berenson to Take His Program to Pittsburgh

FRANKLIN, Ind., Sept. 18.—Charges of “Unbridled profiteering” by the manufacturers of theatre equipment and supplies is one of the major complaints being brought to the attention of Freeman T. Berenson, president of Allied States Association, by Allied units.

Described as being typical of these complaints is a letter that he has received from Abe Berenson, director for Allied Theatre Owners of the Gulf States. Berenson, in his letter cites a “terrific increase in the price of new projection heads,” according to Berenson who added, “This increase, in spite of the fact that the number of moving parts in projection heads manufactur- ed today has been

(Continued on page 6)

Chester to Make 4 For U.A. Next Year

Independent producer Hal E. Chester will make four next year, all to be released through United Artists, Chester, who has been producing the Joe Palooka series for Monogram, also stated here yesterday that he is currently negotiating a long-term agreement with U.A. calling for four productions a year. Chester, who has story rights to 14 properties, said the next four for U.A. will be “The Highwayman,” “Mad Dog,” “Dumb- dst Girl in the World” and “Cry Tough.”

Chester called U.A. the “best re- leasing organization for an indepen-

(Continued on page 3)

Anti-Hoarding Bill Will Apply to the Film Industry

COMPO Combating Delinquency Charge

In anticipation of an increase in juvenile delinquency during the present national emergency, the Council of Motion Picture Organizations issued a booklet yesterday quoting 56 authorities who agree that films cannot be held responsible for children’s misbehavior. Their opinions are compiled in a booklet entitled “Exploding a Myth,” with which is to be circulated to all exhibitors so that the film industry will be in a position to re- cite charges of motion picture responsibility as they arise locally.

In a foreword, Arthur L. Mayer, (Continued on page 5)

Bell Query Unlikely To Hit Grid Video

Little likelihood was seen here yesterday that the projected request of Illinois Bell Telephone Co. for Federal Communications Commission clarification of the use of the 7,000 megacycle channel for closed circuit telecasts to theatres would interfere with plans for large screen televising of Big 10 Conference football games in Chicago and Detroit.

A United Paramount Theatres’ of- ficial, whose subsidiaries, Balaban & Katz and United Detroit Theatres, will conduct the experimental football telecasts, said the company was un- aware of any arrangements for the telecasts which might be affected by

(Continued on page 3)

Mayer Protests TV Ridicule of Industry

Arthur Mayer, executive vice-presi- dent of Council of Motion Picture Or- ganizations, wired a strong protest yesterday to Frank Folsom, president of Radio Corporation of America, against the ridicule of the motion pic- ture industry contained in a show starring Dean Martin and Jerry Lewis on N.B.T television Sunday night. Mayer’s protest follows.

An organization, representing all branches of the motion picture industry, strongly protests the attack on our business contained in the Dean Martin-Jerry Lewis show on N.B.T. Sunday night. In depicting motion picture theatres as places shunned by

(Continued on page 6)

$10,244,000 to 10 US Cities In Local Amusement Taxes

Wald-Krasna in New Expansion Activities

Joseph Rivkin has been engaged by Jerry Wald and Norman Krasna to function in an executive capacity on commitments for their Hy-Wood-Hughes independent unit at RKO Radio. Actively in setting up various independent production deals, he moves over to the Wald-Krasna offices from the Edmund Grainger unit.

(Continued on page 6)

Para. Secures $12-Millions Of Its Stock

Half-Year Report Shows 562,117 Shares Issued

Large-scale shuffling and ex- changing of Paramount Pictures securities took place during the first half of 1950 in line with the plan of reorganization embodied in final disposition of the company’s part in the industry anti-trust suit, it was revealed here yesterday.

In this connection, the company paid during the period a total of $12,588,563 for shares of its own stock which it pur- chased on the open market from time to time. The num- ber of common shares so pur- chased between Jan. 1 and June 30 was 617,791.

Reporting 562,117 as the number of shares issued during the first half of

(Continued on page 6)

Sees Wide Interest In ‘Early Late Show’

Exhibitors throughout the nation are watching with keen interest the results of the current telecasting on an “early late show” policy in the Queens area, Gail Sullivan, executive director of the Theatre Owners of America, told a television audience over the weekend.

Speaking on WOR-TV’s “Talent Parade,” a program sponsored by Skouras Theatres, Sullivan stressed that the audience poll, now in its final week, can give exhibitors a guide to the scheduling of shows in line with the preference of the majority of their patrons.

(Continued on page 6)

Major Warner Talks At Allied Convention

Pittsburgh, Sept. 18.—Major Philip Wald, vice- president of Warner Brothers, is scheduled to be a speaker at the Allied States annual convention here, Oct. 2-4.

Other distribution execu- tives who have accepted invita- tions to attend the conven- tion include William F. Rodg- ers of Loew’s, and A. W. Smith, Jr., 20th Century-Fox.
Reagan Named To Head SAG Again; Holden Also Chosen

Hollywood, Sept. 18.—Screen Actors Guild president Ronald Reagan and first vice-president George Holden were today named by the SAG nominating committee as candidates for reelection next month for another one-year term.

Other nominations are: second vice-president, Dan Andreas; third vice-president, Richard Conlan; treasurer, Henry Hull; secretary, Lee Bowman; treasurer, George Chandler.

The SAG nominating committee named three-year terms on the board of directors, with 11 to be elected, are: Edward Arnold, Bruce Bennett, Ann Blyth, Wendell Corey, Nancy Davis, Fred Clark, Glenn Ford, Ruth Hussey, John Lund, William Lundigan, Walter Pidgeon, Robert Preston, Aune Revere and Gene Tierney. Richard Carlson was nominated for a two-year board term. Nominated for one-year terms on the board, with three to be elected, are: Frank Faylen, Robert Keith, Marshall Thompson.

So-called Class A-Junior nominees for three-year board terms, with two to be elected, are: William A. Jansen and Warren Mayhew, a two-year term: George Sowards.


Independent nominations may be made up to Oct. 12, by nominating petition by sign 50 members.

SAG Joins AFL Film Council Fight Against Cal. Unemployment Rules

Hollywood, Sept. 18.—Screen Actors Guild reports it is participating actively in the Hollywood AFL Film Council's fight against the recent ruling of the California Department of Employment requiring all unemployed workers in the motion picture industry to report to the Hollywood AFL Film Council regardless of their place of residence.

Postpone NCCJ Meet

The luncheon meeting of the amusements division of the National Conference of Christians and Jews, originally scheduled to be held here today, was postponed until Sept. 28. Today's date conflicted with previously scheduled activities of the industry committee of the United Jewish Appeal.

Zanuck's Return Delayed

Darryl F. Zanuck, vice-president in charge of production at Twentieth Century-Fox, who was to arrive in New York from Europe tomorrow, will arrive by plane on Friday instead. Zanuck is in the United States on a six-week tour of the Continent.

Personal Mention

ELLIS ARNALL, president of the Society of Independent Motion Picture Producers, who has gone to Atlantic City on the Coast, is due back in New York early next week.

MARY JANE O'CONNOR of Quigley Publications' business department was married to Thomas William Gavino on Oct. 2 in Schenectady. The couple are honeymooning in Bermuda.

JAMES R. GRAINGER, Republican executive vice-president in charge of sales and distribution, planned out of New York yesterday for Richmond, Va.

WILL H. HAYS has returned to New York from sojourns in California and Indiana.

PAULA GOULD, publicist for the Capitol Theatre, has left for a two-week vacation.

DANNY NIVEN is due home today from Europe aboard the Queen Elizabeth.

ILYA LOPORT, head of Lopert Films, has returned here from a three-month business trip to California.

RKO Radio to Have Korean War Feature

First feature to depict the actual United Nations Army and Air Forces activity in Korea will be RKO Radio's "Operation O," the company stated today in disclosing that it has been given top priority involving the United Nations Ground and Air Forces in Korea.

Samuel Bischoff has received the okay from Howard Hughes to put this top budget project into immediate production following Bischoff's return from Washington, with the assurance of full official cooperation on the film project which will be photographed in Technicolor.

Wave of Robberies in Ontario Theatres

TORONTO, Sept. 17.—Theatres in Toronto and Hamilton continue to be plagued with daily attempts. At the Odeon-Hyland Theatre here, two young thugs were surprised by police as they were breaking into an exit door and were captured.

At the Strand, Hamilton, burglars made their escape when police arrived as they were working on the safety in the office of manager Kent Craig.

The Odeon at the Victoria Theatre, Toronto, was robbed by two hold-up men and the Northwest Drive-in was visited by three crackpots, all of whom were captured after running gun fights.

'Teresa' Publicity

Pier Angel, young Indian girl who has the lead in Arthur Loew's new picture, "Teresa," is the subject of a public relations campaign in This Week's magazine.

KATO Set to Fight Tax

LOUISVILLE, Sept. 17.—The Kentucky Association of Theatre Owners is gathering data on the earnings of member theatres to determine whether the state tax on tickets can be revised. The study is being made to determine whether anything can be done to reduce the tax, without prohibitive effect in its present form on theatre operation.

The survey was undertaken after KATO had received legal opinion that if it can be shown that the state tax on tickets is not a burden to the box office and business has been conducted with ordinary efficiency, or reduces profits to an unreasonably low level, then court decision is likely that the statute be declared unconstitutional and subjected to nullification.

The Association states that "many theatres with records of successful operation have been losing money for more than 12 months" and that "many theatres are being forced to close because of losses being sustained in every direction." The earnings data being sought is designed to determine whether Kentucky exhibitors have a case against the state admission tax.
**MOTION PICTURE DAILY**

**NEWS in Brief . . .**

The Hollywood A.F.L. Film Council today unanimously endorsed the "Crusade for Freedom" and set Wednesday, Sept. 27, as the date for a mass meeting at all studios to hear addresses by studio champions of the record and a recorded message by Dwight D. Eisenhower.

**Motion Picture Daily**

**The Glass Menagerie**

(Feldman Group Production—Warner Brothers) Hollywood, Sept. 18.

The considerable advance acclaim accorded this picture by newspaper and magazine writers doubtless can be counted upon by exhibitors to have the public prepared in some degree for an offering that comes to them without warning, a screen dramatization three years in preparation, and with an ending that argues the need of putting pressure behind all three. Audiences pre-conditioned by specialized promotion to expectation of the un-predictable may be relied upon to emerge from the theatre praising the fine performances and superb direction that have been witnessed, but the casual dropperin, shopping for a story in the form in which he is accustomed, stands a fairly good chance of winding up wondering whether the last reel or two wasn't a bit too long.

Unless advance preparation is assiduously applied, this unorthodox ending, artistically sound though it be, could prove an exhibition hazard of substantial proportions. On the other hand, it could turn out to be the making or word-of-mouth publicity counting for much in the box-office fortunes of an attraction no one can charge with hugging the lane of least resistance. The three special exploitation angles referred to above are of a kind to prepare any exhibitor for a film in what may be termed the class category.

The picture is a filmed presentation of the stage play of the same name by Tennessee Williams which won the New York Drama Critics Circle award in its Broadway year, and the playwright came to Hollywood to write the script, with Peter Berneis collaborating. Bette Davis' luminous Gertrude Lawrence makes her first screen appearance in the film.

Jane Wyman, who won an Academy award for her portrayal of a mute in "Johnny Belinda," again portrays an afflicted person in this picture.

Hugh H. Henshaw's story—Hughes, in the past—RKO in a situation involving an acquisition in negotiations—press—RKO—release.

The picture tells, from the son's point of view, of an episode in the life of a Southern family. treacherous, Gala Lawrence the mother, and Miss Wyman the daughter. The principal scene is a tenement apartment in St. Louis where Miss Lawrence, whose husband deserted her 16 years ago, has permitted maternal solicitude and the pinch of poverty to anoint her spirit, and the daughter's over-excessive concern for her, by his mother to bring home a nice young man to meet the daughter, whose circle of acquaintances has been restricted due to shyness stemming from a bad experience at the hands of a young man. led to an engagement to the woman, a fellow factory worker. Through her, a robust, extra- vagrant who remembers the daughter from high school days, talks to her at length on the subject of her shyness, prescribing psychological means of overcoming it, goes away to meet his fiancée. When the mother chides him for bringing home an engaged man instead of an eligible prospect for the lame girl's affections, the boy leaves and joins the merchant marine. The closing scene shows the mother and the charge. "Mother and the charge." The mother now won't hear of it, and the lame girl giving indication of having derived some benefit from her talk with Douglas.

An exhibition of the "First 50 Years in Motion Picture Advertising" will be on display at the hotel during the day of the AMPA meeting.

**Mayer Will Address AMPA and COMPO**

Arthur Mayer, executive vice-president of the Council of Motion Picture Organizations, and Don Henshaw, executive secretary of the American Advertising Co., of Toronto, will be the principal speakers at the initial full luncheon-meeting of the Associated Motion Picture Advertisers, to be held Sept. 28 at the Hotel Piccadilly here.

The meeting, whose theme will be "Motion Pictures Are Better Than Ever—Let's Make Showmanship Better Than Ever," will mark the opening of the new AMPA Advertisers' headquarters, headed by Harry K. McWilliams, president.

Mayer will speak on "COMPO and the Showman," and Henshaw's topic will be "The Next Fifty Years in Advertising."

An exhibition of "The First 50 Years in Motion Picture Advertising" will be on display at the hotel during the day of the AMPA meeting.

**Delinquent Charges**

(Continued from page 1)

even an adverse FFC expression in response to an Illinois Bel query. The arrangements for telecasts of the new Bel programs were considered by the FFC to have been made with only of common-carrier facilities, such as the coaxial cable and private wires, owned by the Bel. The FFC has no jurisdiction over transmission. An early problem involving transmission of games from Ann Arbor to Detroit was overcome some time ago.

Other sources were of the opinion that Illinois Bel's request for clarification of the Bel's position of the 7,000 megahertz cycle channel for exclusive teletacks, which has not been specifically authorized by the FFC, was a question for future guidance should the question arise, and may be entirely unrelated to the Chicago and Detroit theatre plans.

**N. Y. First-Run Hold Up; 7th Week At Hall for 'Sunset'**

Holdovers dominated the Broadway first-run scene this week with the "Minnie's Boys," not releasing at the Palace, "Boulevard," expected to gross $117,000 this week, will be held over for a seventh week run, and the largest run for a picture at the Palace Ballroom is June 1948. The current stage show will also continue. The only new key entry was at the Roxy where "The Love Line" opened strong at the Roxy with $103,000 in sight for the week ending Friday. On stage are Mindy Carson and an ice review.

**Tea For Two**

"Tea for Two" is holding up at the Strand, where Gordon MacRae, Paul Winchell and Florin Zalban are in their stage play. They have been racking up substantial $41,000 expected for a third week run. At the Capitol, "Summer Stock" slipped from last week's $75,000 to an estimated $50,000 for the third week. It will be good. Rosita Serrano, Nap Morales' orchestra and Hal Le Roy are on "Broadway" for their seventh week run and are expected to gross $53,000, moderately good, at the Paramount in a third and final week, with Carmen Callan and Al坷 for "Sleeping Beauty" in the stage show; "Sleeping City" will open here tomorrow.

Among the longer runs, "No Way Out" is down slightly in the fifth week, to $20,000, at the Rivoli; "Three Little Words" is holding its own, with $15,000 due in from the New York State, and "Treasure Island" is moderate with $17,500 in sight for a fifth week.

**Our Very Own**

At the Victoria, "Our Very Own" is headed for $17,000 which is very good for an eight week. Another Goldwyn film, "Edge of the Dome," has $6,000 in sight for its seventh week run at the Astor, which is bad.

"Red Shoes" is in its 100th week at the Bijou, while "The Light of My Life" is in for another week at the Astor, which is bad.

"Madeleine" is with its $7,000, and "The Pretender" at the Strand has $6,000 in sight for a third week.

The Greater Group's "Hit Parade," for a week, offers a pair of reissues, "Reap The Wild Wind" and "The Fleet's In," with $15,000 expected for the first week, which is pretty good business.

**Set Four for U. A.**

(Continued from page 1)

dent" and praised its ability to "go out and do a selling job." The producer cited the "high and effective level" in which U. A. handled his first picture for their venture, "The World Under Sea." The producer's agreement for "The Monogram still calls for two more Palace engagements."

Commenting on some of the pessimism in the industry, Chester declared that "in business is a lot harder than a lot of it is cracked up, and is by no means a peeling. It is still the wild west," in short, "is not an easy one to do business in." "Where else," he continued, "can you make a half million in less time than it takes to get a thousand-dollar ad reception, and lose nine out of ten for the next week?"

Chester is currently in the East on a tour for "The Story of the Dandie Dunsty and Gale Storm in promoting openings of "The Underworld Story" as well as a tour to promote industry goodwill.
SO BIG!

SO BIG IT MUST BE TRADE SHOWN IN THEATRES!

"KING SOLOMON ON'S MINES"

YOU OWE IT TO YOURSELF TO ATTEND PERSONALLY!

M-G-M's MIGHTY ADVENTURE ROMANCE!
The first feature drama of its kind to be filmed entirely in Africa in color by TECHNICOLOR

The BIG ones keep coming from M-G-M!

so if you want good news phone your M-G-M Exchange!
**ONLY THEATRE SCREENINGS CAN CONVEY THE SIZE AND IMPORTANCE OF M-G-M’s GIANT TECHNICOLOR ATTRACTION!**

**THEATRE TRADE SHOWS OF M-G-M’s MIGHTY “KING SOLOMON’s MINES”**

<table>
<thead>
<tr>
<th>CITY, STATE</th>
<th>THEATRE</th>
<th>ADDRESS</th>
<th>DATE</th>
<th>HOUR</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALBANY, N. Y.</td>
<td>Paramount</td>
<td>378 Clinton Avenue</td>
<td>10/2</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>ATLANTA, GA.</td>
<td>Loew’s Grand</td>
<td>157 Peachtree St., N. E.</td>
<td>9/27</td>
<td>8:00 P.M.</td>
</tr>
<tr>
<td>BOSTON, MASS.</td>
<td>Loew’s State</td>
<td>209 Massachusetts Ave.</td>
<td>10/3</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>BUFFALO, N. Y.</td>
<td>Sho’s Buffalo</td>
<td>646 Main Street</td>
<td>10/3</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>CHARLOTTE, N. C.</td>
<td>Plaza</td>
<td>1610 Central Avenue</td>
<td>9/28</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>CHICAGO, ILL.</td>
<td>Monroe</td>
<td>57 West Monroe Street</td>
<td>9/28</td>
<td>8:45 P.M.</td>
</tr>
<tr>
<td>CINCINNATI, OHIO</td>
<td>Ridge</td>
<td>6042 Montgomery Road</td>
<td>9/28</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>CLEVELAND, OHIO</td>
<td>Loew’s State</td>
<td>1515 Euclid Avenue</td>
<td>9/27</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>DALLAS, TEXAS</td>
<td>Versity</td>
<td>Snider Plaza</td>
<td>9/28</td>
<td>2:30 P.M.</td>
</tr>
<tr>
<td>DENVER, CO.</td>
<td>Santa Fe</td>
<td>974 Santa Fe Drive</td>
<td>9/27</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>DES MOINES, IOWA</td>
<td>Uptown</td>
<td>4115 University</td>
<td>9/27</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>DETROIT, MICH.</td>
<td>Globe</td>
<td>3530 Grand River</td>
<td>9/27</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>INDIANAPOLIS, IND.</td>
<td>Loew’s</td>
<td>35 North Pennsylvania</td>
<td>9/27</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>KANSAS CITY, MO.</td>
<td>Loew’s Midland</td>
<td>1228 Main Street</td>
<td>10/3</td>
<td>8:15 P.M.</td>
</tr>
<tr>
<td>LOS ANGELES, CAL.</td>
<td>Fine Arts</td>
<td>8556 Wilshire Boulevard</td>
<td>9/28</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>MEMPHIS, TENN.</td>
<td>Loew’s Palace</td>
<td>81 Union Avenue</td>
<td>10/3</td>
<td>8:00 P.M.</td>
</tr>
<tr>
<td>MILWAUKEE, WISC.</td>
<td>Tosa</td>
<td>6823 West North Avenue</td>
<td>10/2</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>MINNEAPOLIS, MINN.</td>
<td>Granada</td>
<td>3022 Hennepin Avenue</td>
<td>9/28</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>NEW HAVEN, CONN.</td>
<td>Loew’s Poli</td>
<td>23 Church Street</td>
<td>9/27</td>
<td>8:00 P.M.</td>
</tr>
<tr>
<td>NEW ORLEANS, LA.</td>
<td>Loew’s State</td>
<td>1108 Canal</td>
<td>9/25</td>
<td>8:15 P.M.</td>
</tr>
<tr>
<td>NEW YORK-NEW JERSEY</td>
<td>M-G-M Screen Room</td>
<td>630 Ninth Avenue</td>
<td>9/27</td>
<td>2:30 P.M.</td>
</tr>
<tr>
<td>OKLAHOMA CITY, OKLA.</td>
<td>Uptown</td>
<td>1212 North Hudson</td>
<td>9/29</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>OMAHA, NEB.</td>
<td>Dundee</td>
<td>4952 Dodge Street</td>
<td>9/28</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>PHILADELPHIA, PA.</td>
<td>M-G-M Screen Room</td>
<td>1233 Summer Street</td>
<td>9/28</td>
<td>11:00 A.M.</td>
</tr>
<tr>
<td>PITTSBURGH, PA.</td>
<td>Loew’s Penn</td>
<td>6th and Penn Avenue</td>
<td>9/27</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>PORTLAND, OREGON</td>
<td>Esquire</td>
<td>838 N.W. 23rd</td>
<td>9/27</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>ST. LOUIS, MO.</td>
<td>Loew’s State</td>
<td>8th and Washington</td>
<td>9/27</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>SALT LAKE CITY, UTAH</td>
<td>Marllo</td>
<td>1025 East 21st, South</td>
<td>9/27</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>SAN FRANCISCO, CAL.</td>
<td>Loew’s Warfield</td>
<td>980 Market Street</td>
<td>10/3</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>SEATTLE, WASH.</td>
<td>Green Lake</td>
<td>7107 Woodlawn</td>
<td>9/28</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>WASHINGTON, D. C.</td>
<td>Loew’s Palace</td>
<td>1306 F Street, N.W.</td>
<td>10/3</td>
<td>8:30 P.M.</td>
</tr>
</tbody>
</table>

“**There’s GOLDF in them that MINES!”**

I-G-M presents "KING SOLOMON’S MINES" starring DEBORAH KERR • STEWART GRANGER with Richard Carlson color by TECHNICOLOR • Screen Play by Helen Deutsch • Based on the Novel by H. Rider Haggard • Directed by OMPTON BENNETT and ANDREW MARTON • Produced by SAM ZIMBALIST • A Metro-Goldwyn-Mayer Picture
Syd Gross in New Industry Partnership

Syd Gross has announced the formation of Gross-Evans Associates, handling advertising and public relations and specializing in motion picture campaigns. Gross and his partner, S. H. Evans, will open offices in the Paramount Building on Oct. 1. Gross, who recently resigned as co-director of advertising and publicity at Eagle Lion Classics, was national director of advertising, publicity and exploitation at Film Classics at the time of the merger between the two companies.

'Early Late Show'

Commenting on the broadcast yesterday, Sullivan pointed out that an "early late show" policy might make possible considerable savings to theatre operators, not only in labor costs but also in fixed charges such as electricity and heating costs.

He pointed out that he is scheduled to appear during the week of Oct. 9 on the Buddy Rogers show, heard on WOR in New York, and that it provides a reciprocal network, and that he plans to bring up the "early late show" question to his broader audience. He said he will ask for audience response.

Boxoffice is better when patrons hear

Loudspeaker Systems

ALTEC LANSING CORPORATION

6161 N. Vine Street
Hollywood 28, Calif.

Available from theatre suppliers throughout the world.

10 Cities Tax

(Continued from page 1)

The current issue of Warner Pathé News carries the speech on America made by the late President Teddy Roosevelt. Under direct instructions from Harry M. Warner, president of Warner Bros., the speech was included in the red.

The address is part of a two-reel short subject.

Paramount Stock

(Continued from page 1)

the year in accordance with the reorganization plan upon surrender and cancellation of, and in exchange for, shares of common stock, the company indicated the number of shares outstanding at the end of the period to be 2,526,001.

The consideration for the issuance of these shares of common was the transfer to the company of its assets.

The 2,526,001 shares outstanding as of June 30 represented the balance of such shares remaining after deducting the 617,974 shares purchased by the company.

The consideration for, and the net proceeds of, the issuance of shares are being used for general corporate purposes of the company, it was stated.

Urges Bond Drive Effort

Boston, Sept. 18.—Samuel Pinanski, president of the Theatre Owners of New England-Theatres Corp. of Boston, named for the second year as chairman by the United States Treasury Department and the Council of Public Agency Advertising to handle all motion picture acts in connection with the forthcoming save-America campaign.

"Our industry is in a very critical state," Mr. Pinanski is quoted as saying today. "The motion picture industry has always been one of the greatest factors for the moral uplift of the American public in every large city as well as small towns and hamlets, a message of our government in any emergency. A theatre whose patrons once again is called upon to exert every effort so that the people of America might be advised of the vital necessity of continuing the Democratic Freedom and way of life which we in America hold so dear, asking every American to buy savings bonds for the maintenance and continuation of Liberty and freedom, it is our pledge to our government."

Wald-Krasna

(Continued from page 1)

Tommy Gries, who was added to the executive staff, continues as liaison between the Wald-Krasna and RKO. The new appointments do not affect William D'Amico's authority in matters production, however.

Meanwhile, the Wald-Krasna company becomes the first independent film unit to set up its own music publishing company with the announcement of the formation of Wald-Krasna Music, Inc., to publish and merchandise all songs that will be used in their RKO radio productions.

Since a number of the 60 pictures now made by Wald-Krasna during the five-year terms of the recently signed contract with Howard Hughes will be musicals and a large number of these and their other films, the producers decided to take full advantage of the merchandising value of such music.

The partners also plan to engage song writers to custom-write tunes titled after each of their productions.

Wald-Krasna will arrange for copyrights to remain vested in their publishing company when they engage songwriters for the first time. The new firm further expects to work out deals for the publishing of music from other RKO productions. In this way they will be able to build up a catalogue of music available for use in connection with their subsequent films.

Mayer Protests

(Continued from page 1)

public, both producers of the show and those who have been damaged by it. We believe that you, as the responsible head of Radio Corporation of America, should do such irresponsible tricks and we ask that you take steps immediately to see that this scene is not repeated on other stations."

The note complained of by Mayer revealed the plight of the manager of a theatre whose patents had vanished to watch television.
10th-Fox Hits Half-Way Mark in Production

Are Completed, Eight More Are Under Way

BEVERLY HILLS, Sept. 19.—With 50 films already completed and 50 now in production, 20th Century-Fox has over half its releases for the next year either completed or on the road to completion, it was revealed at the company's studio today. Eight of the pictures, all major omissions, are in Technicolor, scheduled for October release are: Mr. Smith, starring Barry Lancaster; Dorothy McGuire with Edmund Gwenn, and directed by Edmund Goulding for producer Julian Blaum; and "I'll Get By", a Technicolor musical starring June Havoc, William Tabing, Gloria De Haven, Dennis Chea and Harry James. Richard Sale was producer and William Perlberg was director.

To be released in November are:

WILL HONOR SMITH IN RELEASING "880"

Conjunction of the release of 20th-century-Fox's "Mister 880" with the Andy Smith Week celebration to be served Oct. 15-21 during the Branch Managers' Testimonial Drive, marks the first time that the company has assigned a single film to be honored during a distribution department campaign.

Selection of "Mister 880" as the key film of the week honoring the company's distribution chief on his 35th anniversary in the industry was made after early reports on the reviews to the picture. Based on highly enthusiastic trade paper reviews, a rise of enthusiastic sneak previews,

Allied Chargés Films Are Free On Phonerevision

FRANKLIN, Ind., Sept. 19.—Charging that the contract being used by Zenith Radio to secure subscribers for its test run of Phonerevision in Chicago levies no legal obligation upon the subscriber to pay for pictures seen on Phonerevision and thus puts up a pattern of free films," Trueman T. Remhous, national Allied president, served notice today from his headquarters here that the Allied board will act on the matter at its meeting on Sept. 20.

20th-Century Fox Tells World About "Mister 880"

20th-Century Fox tells world that a $1,250,000 gross was recorded for its "Red Shoes" at the Globe Theatre. The picture, which has grossed over $1,250,000 at that house alone, according to Maurice Maurer, vice-president in charge of operations of City Entertainment Corp., which operates the Bijou as well as the Astor and Victoria. The picture will remain at the house until around Nov. 23 when Stanley Kramer's United Artists release, "Cyano De Bergevac," will make its bow. "Red Shoes" has played to over 800,000 persons at the theatre, Maurer revealed, and it is still grossing around $7,000 a week.

U-I WORLDWIDE AD CONFB HERE OCT. 5

A world-wide advertising publicity meeting has been arranged by Universal-International in this country next month to complete plans for the global launching of "Harvey," starring James Stewart. Details of the gathering were announced jointly yesterday by Alfred E. Duff, executive vice-president of Universal International Films and David A. Lipton, president of U-I.

NEFC SLOWED BY CHANGING TRADE STATUS

'Corporately Alive' but Future Looks Uncertain

National Exhibitors Film Company, organization of prominent circuit operators which evolved a little over a year ago from a need for more product, has become increasingly inactive in recent weeks from the standpoint of planning for the future. In consequence of this, conjecture has been prevalent in the industry that NEFC may never undertake to finance pictures.

Answering such conjectures yesterday, H. H. Fabian, head of Fabian Theatres, who is president of NEFC, said that while it is true that there is no specific financing activity laid out for the NEFC, the organization still is "alive" as a corporate entity and recently registered corporation papers with the

McINTYRE REPLACES KILROE AT 20TH-FOX

Harry J. McIntyre has been named copyright attorney for the 20th Century-Fox home office, replacing Edna P. Kilroe, who retired last month after more than 20 years with the company.

McIntyre, who is a member of the Dwight, Royal, Harris, Koege and Caskey law firm, counsel to 20th-Fox, has worked with the company's home office legal department for the past 10 years. He has also been named to the copyright and title committees of the Motion Picture Association of America.

Kilroe was one of the industry's ranking copyright authorities. In the

Skouras Resumes Divestiture Talks

WASHINGTON, Sept. 19.—Theatre divestiture negotiations between the government and National Theatres were resumed here today after a lapse of several weeks, with indications that it will still be quite some time before an agreement is reached.

Charles Skouras, president of Na-
**Personal Mention**

DAVID O. SELZNICK is due to arrive here on Monday by plane from England.

N. BERNARD FREEMAN, Loew's Australasian managing director, has arrived here by plane for a five weeks' London office visit. Accompanied by his wife and daughter, he plans to visit New Orleans and Hollywood on his return trip.

GLORIA HILLER, of the Eagle Lion Classics accounting department, is back from Charles de Phillips on Saturday at the Gramatan Hotel, in Bronxville, N. Y.

CLEM KROKER, ELC accountant, became a father with the birth Sept. 12 of a girl, Barbara, to Mrs. Joyce Kroker.

HUGH O'NEILL, Eastern and Southern division manager of Paramount, has returned to New York from Atlanta.

SAMUEL SCHNEIDER, Warner vice-president, and Mrs. Schneider returned yesterday from Europe on the S.S. Queens Elizabeth.

BRUCE MILLER, formerly with Monogram, has been retained as a salesman for Rexhart Pictures of California, Inc.

ARNOLD WILLIAMS, managing director of National Screen Service, Ltd., London, is in New York for a visit of several weeks.

JERRY DALE, former J. Arthur Rank Organization publicist here, will sail for an European vacation next Wednesday aboard the S.S. America.


LOUIS ASTOR, sales executive of Columbia, is in Washington on a business trip.

CECIL B. DEMILLE is back in Hollywood after a 10-day business trip to Washington, D. C., and Kansas City.

BEN KALMENSON, Warner distribution vice-president, is due back here today from Chicago.

TED R. GAMBLE, head of Gamble Enterprises, returned to New York yesterday from the Coast.

**Insider's Outlook**

By RED KANN

"MISTER 880" is a striking illustration of the penchant of the 20th Century-Fox cartooning organization to dig out story material which is off the beaten path. Credit the approach to Darryl F. Zanuck.

He is the last person who first turned to newspaper headlines and topical subjects with such conscious success. While he has not abandoned these sources of fundamental film material, it is an interesting commentary on his current technique that he recognizes the need for the different and the unusual in today's exciting market and is gearing his activities ever more to this end.

There are many examples, of course. At random and eschewing any intention of going all-embracing these include his famous semi-documentary series like "The Jolson Story," "13 Rue Madeleine"; his group of arresting sociological dramas like "Gentleman's Agreement," "Pinky" and the current "No Way Out." Accepting the unusual for one reason or another are melodramas like "Night and the City," "Where the Sidewalk Ends" and "Panick in the Streets." There are those few war dramas, illustrated by "Twelve O'Clock High," "Three Came Home" and "The Big Lift," and the best of the war comedies such as "I Was a Male War Bride" and "When Willie Comes Marching Home." The latter is the unnecessary gilding of the lily to remind of "Mr. Belvedere" and "Cheaper by the Dozen." Or of the staple nationalistic dramas, "Lett's Go to the Three Wives." Now it's "Mister 880.

This film is based on a factual incident first reported in The New Yorker by St. Clair McKelway. To Robert Riskin, long seasoned in fashioning expert scripts, was assigned the job of fleshting out the story structure; to him must go considerable of the credit for appreciating the possibilities and developing maximum values. To the direction is assigned to Allan Dwan, old hand in Hollywood and one of its most experienced men. To Julian Blaustein, about whom it is indicated more will be heard to the end of the film, went the chore of producer. The trio has earned the right to bask in the rewarding satisfaction of a task eminently well done. This is why "Mister 880" is a mixture of charm, whinsey, gentle humor, heart-break and romance. There is nothing violent about it, exhibitors who are aware of the requirements of their family patrons will want to know.

The pivotal character is Edmund Gwenn whose crude but pugnacious way with film material, and it is an interesting commentary on his current technique that he recognizes the need for the different and the unusual in today's exciting market and is gearing his activities ever more to this end.

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There are many examples, of course. At random and eschewing any intention of going all-embracing these include his famous semi-documentary series like "The Jolson Story," "13 Rue Madeleine"; his group of arresting sociological dramas like "Gentleman's Agreement," "Pinky" and the current "No Way Out." Accepting the unusual for one reason or another are melodramas like "Night and the City," "Where the Sidewalk Ends" and "Panick in the Streets." There are those few war dramas, illustrated by "Twelve O'Clock High," "Three Came Home" and "The Big Lift," and the best of the war comedies such as "I Was a Male War Bride" and "When Willie Comes Marching Home." The latter is the unnecessary gilding of the lily to remind of "Mr. Belvedere" and "Cheaper by the Dozen." Or of the staple nationalistic dramas, "Lett's Go to the Three Wives." Now it's "Mister 880.

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For 10 years the best brains of the United States Secret Service were balked at every turn in their search for the maker of fantastically crude one-dollar bills which cropped up in New York City. Finally, a brilliant young agent from Washington picked up a trail leading to a beautiful girl and, through her, to a gentle old ex-mariner who had hit upon the practical idea of home-made currency to meet his meager monetary needs.

With great skill and care, Twentieth Century-Fox has blended fact and fiction into "Mister 880," one of the most beguiling and absorbing entertainments of the year. The agent is Burt Lancaster, whose name on a marquee has become ticket-sales insurance, and he comes through with a dynamic, razor-sharp performance. Dorothy McGuire is perfect as the girl in the case, and Edmund Gwenn, in the title role, has a characterization reminiscent of his Academy Award-winning Kris Kringle in "Miracle on 34th Street."

Producer Julian Blaustein, director Edmund Goulding and scenarist Robert Riskin have turned St. Clair McKelway's "New Yorker" articles into a memorable film sure to cater to large audiences.

CONTINUED ON NEXT PAGE
Rapidly on his way to becoming the nation's number one male boxoffice attraction, Burt Lancaster emerges in "Mister 880" as one of Hollywood's most talented stars as well. In "The Flame and the Arrow," in which he first played a derring-do role, his drawing power zoomed to sensational heights. Now "Mister 880" provides him with a role combining action, adventure and, in addition, romantic comedy. He proves as adept at love-making as at mayhem. Like Cagney and Bogart, the one-time circus acrobat cut his cinematic eye-teeth on tough-guy roles. He made a most auspicious debut in "The Killers" and continued in a homicidal vein in such other pictures as "Brute Force," "I Walk Alone" and "Sorry, Wrong Number," with only an occasional deviation from that type of role. His gay romancing of Dorothy McGuire in "Mister 880" leaves no doubt that moviegoers will be demanding more of the same.

IN HIS NEWEST ACTION ROLE, BOXOFFICE-HOT BURT LANCASTER GOES R

TRAILING A COUNTERFEITER PACKS PLENTY OF ACTION...
WHEN ANN WINSLOW (Dorothy McGuire) buys a miniature spinning wheel from her genial old neighbor, she gets her change in counterfeit bills. Unwittingly she passes one of them on to a counterfeit-wise cab driver.

SECRET SERVICE AGENT Steve, assigned to the case, outlines plan to outwit Mister 880. His colleagues listen cynically. Even his partner Mac (Millard Mitchell), is skeptical of their chances, but agrees to go along.

FIRST BREAK comes when the cab driver phones Secret Service to report the bill he has received. Steve and Mac trace the counterfeit dollar, unmistakably of Mister 880 vintage, to Ann, discover she is employed by the United Nations as a French interpreter. They trail her to Security Council Session at Lake Success.

BUT BURT FINDS TIME FOR A LOT OF LAUGHS...
All agree that "Mister 880" is one

**MOTION PICTURE DAILY**

"This is solid, human entertainment. It is just plain enjoyable. Edmund Gwenn is superb, worth the price of admission alone. Watch the word-of-mouth build-up."

**THE INDEPENDENT FILM JOURNAL**

"A charming piece of picture-making which word-of-mouth plugging undoubtedly will boost into heavy-gross category. Endowed with the same delightful appeal which flavored 'Miracle on 34th Street.' Lancaster and McGuire are first-rate . . . Gwenn is superb. Packed with humanness and humor!"

**VARIETY**

"Sheer delight . . . Sparkling with fresh dialogue and studded with situations which must set any audience, anywhere, in the best of good humor. Pure entertainment, designed to delight the hearts of audiences from Times Square to Tompkins Corners, and cause the exhibitor to reach happily for the black ink bottle. There is merchandising value of high order in Burt Lancaster, Dorothy McGuire and Millard Mitchell. This is Entertainment, that's all!"

**THE REPORTER**

"No picture has come from 20th Century-Fox this year with greater promise of being a boxoffice smash. This one is gifted with qualities that may very well mark it as the most appealing to bear the 20th-Fox stamp in 1950. Possesses much of the flavor that made 'Miracle on 34th Street' a boxoffice pile driver. A refreshing experience in movie-going that goes straight to the heart and leaves one feeling good all over. It is pictures such as this that make the exhibitor overflow with optimism and give substance to the argument that there is nothing wrong with the business that good pictures can't cure."
"One of the fine entertainments of the year. Here is a film of gentle humor, pathos—and entertainment. Excellent narrative values, fine cast and production, plus superb direction. It can’t miss at the boxoffice."

"Beguiling entertainment. One of those pictures which comes along every once in a while and captures the public’s fancy. Captivating...will develop word-of-mouth strong enough to make it one of the season’s top grossers."

"The laughs come so often that some of the dialogue is drowned out. Lancaster does a fine acting job, and Edmund Gwenn gives another ingratiating portrayal. A thoroughly entertaining and completely heartwarming comedy which will delight audiences of all ages and types."

"Excellent entertainment for the whole family. Brimful of comedy, drama and human interest to warm the hearts of all. Word-of-mouth enthusiasm will build attention. They’ll love Edmund Gwenn, who performs magnificently. A contribution to the cause of better family entertainment."

"Looms as big hit—the ‘Miracle on 34th Street’ of the 1950 season! A delightful film...with charm, great good humor and terrific laughs spread generously through its genial narrative. Burt Lancaster’s performance is an asset not to be underestimated. Bound to beguile audiences from six to sixty!"

"It could be Burt Lancaster’s address..."

"Or it might be the price of roast beef...
It might be Dorothy McGuire (But since 880 is a mister, that rules her out).
It might be a famous locomotive...
an important license plate...
a small town phone number...
This much we will tell you...
It’s a wonderful new motion picture...
So warm and human—
So alive and real
It will always be on the tip of your tongue...
It’s just about the grandest movie you’ll be seeing in a long, long time..."
Did you know...

for 10 years they were after Mr. 880 but whenever they came close, he would just 23 skidoo!
It remained up 2 Burt Lancaster the number 1 Secret Service Man find him...
then along came 1 Dorothy McGuire, and Lancaster almost forgot 2 10 2 his business.

But finally, they cornered 880 and saw to it that the old rascal paid 4 his crimes.

WHICH ALL ADDS UP TO 1 wonderful picture!

Mister 880

with MILLARD MITCHELL • Directed by EDMUND GOULDING
Produced by JULIAN BLAUSTEIN • Screen Play by Robert Riskin
Based on an Article in The New Yorker by St. Clair McKelway

STEVE ACCURATELY guesses where the next "880" phoney bill will turn up, a Brooklyn automat. But cherub-faced Mister 880 safely passes one right under Mac's nose.

NOW AWARE Steve is an agent. Ann finds herself enjoying the surveillance. Steve, whose interest is also more than strictly professional, holds her in "protective custody."

SUSPICION centers on Mister 880. Confronted by Steve, the old gent freely admits he is "880", explains counterfeiting kept him off relief, and so saved government money.
MISTER 880'S trial is one of the most heartwarming scenes ever to reach the screen. In a dramatic turn of events, Steve pleads for clemency for the genial old codger.

DRAWING LIGHTEST possible sentence, Mister 880 almost pays nominal one-dollar fine with one of his homemade bills. Steve and Ann draw a life sentence— together.

to Mr. 880, the old counterfeiting who's been giving the U.S. for over ten years. BUT special agent Lancaster puts the K.O. on the wonderful rascal in a chase so merry that will say Dorothy McGuire!

what a wonderful picture!

which all spells an L-egant good time!

Burt Lancaster Dorothy McGuire
Edmund Gwenn

Mister 880

with MILLARD MITCHELL · Directed by EDMUND GOULDING Produced by JULIAN BLAUSTEIN · Screen Play by Robert Riskin Based on an Article in The New Yorker by St. Clair McKelway
MISTER 880 COMES TO YOU
BACKED BY 20th's FAMED
PRE-SELLING and SHOWMANSHIP!

$450,000 NATIONAL
CAMPAIGN WILL SHOUT
THE NEWS ACROSS THE LAND!

MULTIPLE INSERTIONS IN
LIFE, SAT. EVE. POST, COLLIERs,
TIME, NEWSWEEK, NEW YORKER!

"Mister 880" is in the "3 QUALITY PICTURES A MONTH" PARADE
with
MY BLUE HEAVEN Technicolor • THE BLACK ROSE Technicolor • NO WAY OUT •
BROKEN ARROW Technicolor • MISTER 880 • THE GUNFIGHTER • PANIC IN
THE STREETS • ALL ABOUT EVE • TWO FLAGS WEST • THE JACKPOT
I’LL GET BY Technicolor • AMERICAN GUERRILLA IN THE PHILIPPINES Technicolor
FOR HEAVEN’S SAKE • THE FIREBALL • WHERE THE SIDEWALK ENDS

There's No Business Like 20th Century-FOX Business!
TVA Asks Loyalty to Snoppers’ Probe

Condenn ing “individuals or groups who in their anti-Communist zeal destroy basic individual rights which gave the country its freedom,” Television Authority has called upon the American Bar Association and the American Bar Association of New York to appoint a committee for the purpose of exposing “such snoppers and fanatics.” The television members of Actors Equity, the American Guild of Variety Artists, American Federation of the American Guild of Musical Artists and Chorus Equity, emphasized that the board “has always abhorred this vicious and ungodly ideology which has taken root in some parts of the world.” TVA is affiliated with the AFI.

Releasing yesterday details of action taken at last week’s meeting of the Eastern section of the TVA national board, the organization said it viewed “with great alarm the tendency on the part of some distributors and advertising agencies of succumbing to self-appointed pressure groups.”

“The United States is not a demagogue’s government,” TVA declared, “is the only qualified body capable of determining through judicial process which is the public interest and which is necessary and willing to assist our government in ferreting out disloyal Americans. If our government fails to take action to preserve our survival, snoppers and fanatics must be exposed for what they are.”

UJA Testimonial For Henry Jaffe

Henry Jaffe, New York and Hollywood theatrical attorney, will be honored by his associates at a luncheon on Thursday, Sept. 28, at the Hotel Pierre, to be given under the auspices of the radio, television, stage and screen representatives of the United Jewish Appeal of Greater New York.

Addressing over the testimonial will be Mane Sacks of RCA, chairman of the division for the 1950 JUA campaign, which brought in $500,000 in its leader, who has made several visits to Israel to study the situation there and in the Middle East, generally. The guest speaker, James Santer, luncheon co-chairman, will also speak.

65 N.E. Theatres Hit by Bus Strike

Boston, Sept. 19.—The bus strike against New England lines, which is affecting about 65 theatres in the Northeastern states and all Southern New Hampshire and Southern Maine.

With public transportation at a standstill, 25,000 passengers are seeking other means of travel to home, business, shopping centers and theatres. Buses through Billerica, Lawrence and Lowell, in Mass.; Nashua, Manchester, Concord, Laconia and Portsmouth, N. H.

Variety-MPIC-UPM Cooperation Is Set

Through arrangement between Robert J. O’Donnell for Variety Clubs International, Art Arthur of the Motion Picture Industry Council and the Unit Production Managers’ Guild in Hollywood, all production groups will use MPIC’s Tent cards to the nearest Variety Club Tent. Under a system that has been set up with the further support of Marc Wolf, Variety International President, the Guild will notify members whenever a local troupe is scheduled to leave Hollywood and will furnish the name of the troupe or a management.

The nearest local Tent so advised will then contact the unit manager in charge of the troupe and the facility of this will be extended to all in the company who, in turn, will cooperate by making themselves available at the Tent for any function that may be scheduled during the time of the residence on location and consistent with their shooting schedule.

Compo Reels to Aid Crusade for Freedom

This Friday’s edition of all newspaper will have attached an 80-foot trailer promoting the Crusade for Freedom, it was announced yesterday by the Council of Motion Picture Organizations.

Made in cooperation with the industry, the trailer will feature Gen. Lucius D. Clay, who will explain the plans of the Crusade for Freedom, which has formed an expert finding and operation of radio stations and other media of communication to carry the message of Democracy beyond the borders. The trailer has been approved by Compo’s exhibiting screening committee.

Warner Promotes 2 To Sales Posts

The promotion of two Warner salesmen, Raymond Kalmenson, the firm’s vice-president in charge of distribution, and Edward H. Hurlbut, was advanced to Chicago city sales manager, while salesman Benjamin R. Beach was appointed regional sales manager.

Both will be under the supervision of A. J. Shumow, Chicago branch manager, and Harry A. Seed, manager.
Vote Studio Aid to Marine Recruiting

Footage and still shots for the use of the U.S. Marine Corps in making recruiting trailers and films will be made available by the major studios, it was voted today by the board of the Motion Picture Association of America, with Eric Johnston, president presiding.

Also approved was the request of David O. Selznick Productions for the use of their registration "The Ladies from Horseless," since the name has been applied to the famous Scotch regiments, the Argyll and Sutherland Highlanders, since World War I, and Selznick agreed all advertising and promotion of any film made under that title shall stress the military nature of the picture. The regiments have been assigned to the United Nations.

Attending the meeting, in addition to Johnston, were Albert Warner, Nicholas Schenck, Ned E. Deane, Jack Warner, Joseph A. Schenck, Fred J. O'Connor, Austin C. Keough, Theodore Black, Syros P. Skouras, Barrymore B. Keaton, Charles Moskowitz, Morry Goldstein, Francis Harmon, Sidney Schreiber, Fred Du Vall, and John J. McCarthy.

Emanuel Sets Oct. 2 Arbitration Hearing

Oct. 2 has been set for the initial hearing of this year's single arbitration case involving exhibitors and distributors, under the direction of the American Arbitration Association.

Case evolved from litigation brought over the recent Commonwealth Corp. against the five majors, and is intended to resolve the pattern of future clearances and availability in the Bridgeport-Stratford, Conn., area.

This is the action which Si H. Fabian agreed to arbitrate, later declining. The Commonwealth Corp. could not be certain that a decision in the case would prevent future litigation. Jay Emanuel then volunteered to act as arbitrator, and the parties to the action having agreed that only an industry figure should arbitrate in this case, AAA, which is administering the arbitration, has made its offices here available for the Oct. 2 hearing.

Find Flier's Remains Son of F. La Grande

The remains of Ensign Frank La Grande, Jr., son of Frank La Grande, Paramount executive in charge of Eastern and foreign laboratories, have been found identified in a wreck near a Navy plane in Mt. Baker National Forest in Washington. He disappeared on Feb. 14, 1945, while on an operational flight from the Arlington Naval Air Station.

Survivors include the widow, Adriane H. La Grande, and son, Frank La Grande III; his parents, and two sisters. Services will be held tomorrow at the Heath Funeral Home, Fort Lee, N. J.

Colosseum to Be Host

Oklahoma, Neb., Sept. 19.—The local film industry will hold a big evening here on Oct. 14, when the Colosseum will be host to personnel of other theaters, its president William Wink announced.

Urges Quick Anti-Tax Action on Local Level

ALBANY, N. Y., Sept. 19.—The adoption of a five per cent amusement tax by the Syracuse Common Council points up the need of local exhibitors to be on guard against similar moves elsewhere, Leonard L. Rosenthal, counsel for Upstate Theatres, Inc., said here.

"The only way to keep this movement from spreading," Rosenthal said, "is through organization and personal action. The later is the more organized and should have some alert person representing them at city halls.

When the theaters are suggested as a source of revenue, this representative should be in a position to state reasons why they should not be taxed, and, to be effective, must come early, not after an ordinance for an amusement tax has been introduced.

Warms of Danger

"If cities think they can get a nice slice out of theaters and can do so without much protest," Rosenthal continued, "they will vote the tax and it must be met exactly the same day.

Theater operators are in the belief that the precedent, following Syracuse and Binghamton's collection of such a tax last year, might encourage other cities.

Climax Is Due Today in Fight on Syracuse Tax

SYRACUSE, N. Y., Sept. 19.—The Syracuse Motion Picture Committee, newborn group of 14 local theatermen who met in this city to protest a five per cent tax levied on Syracuse and vicinity, will carry exhibition's fight against the threat.

Eliminations to the hearing which Mayor T. J. Corcoran will conduct at City Hall tomorrow.

The organization of theatremen already has put its anti-tax message on the air in calls from Marion Corcoran, the form of trailers, and has completed arrangements for securing petition against the XX Theater, the last holdout, thus borrowing the technique which was used by the Council of Motion Picture Organizations' tax committee to gain the local repeal of the Federal admission levy.

The city council has passed the five per cent sales tax, which Mayor Corcoran is holding the hearing prior to taking action on the measure.

The special opposition which the proposed tax has engendered was under- stood to have prompted the council to meet secretly prior to tomorrow's vote. In Salt Lake there is a running sales tax for the controversial measure.

Whether such a meeting actually has been held is unknown, however.

Newspaper Reaction

Meanwhile, local newspapers have issued editorial blasts against the council-approved levy. The Syracuse Post-Standard said the council had passed a "massive assault" on movie business which would be intrinsically "discriminatory.

Members of the Syracuse Motion Picture Committee, which is expected to continue as a permanent organization, include Sydney Owens, Murray Briskin, Jack Carlson, George Smith, Sidney Grossman, Sol Sorkin, Vance Schwartz, Howard Goldblatt, Albert Caro, Joseph Heil, Al Gilbert, Ray Merriman and Abe Cronin. The membership represents the major studios' projectionists, screen unions, and various independents.

Coast Production Up; 23 Now Filming

Hollywood, Sept. 19.—The production tally climbed up four points this week in the Los Angeles area, as five pictures were started, while four were completed.


Kane Ends Talks Here

Walter Kane has left New York for Hollywood after a week here discussing release plans on "You Can Beat the A-Bomb" with RKO Radio's president, for possible theatrical and Robert Mochrie, vice-president and general sales manager. Kane represents emerging short-film production companies, producers of this two-reader showing how individuals and companies can best protect themselves from the effects of the Scamper Book.

Police Halft Film in Salt Lake City

SALT LAKE CITY, Sept. 19.—In the first action of its type in the Salt Lake City area, a film was closed by police. The film, "A Night at the Theatre," showing at the Canyon Theatre in South Salt Lake, was ordered halted by Marshal Edward B. Jackson on the ground that it "goes vent to indecency."

Marshal Jackson said he would station a man at the theatre to be sure the action is carried out. Theatricals management had no comment on the action at this time. Old time theatre operators had recommended the show be replaced by Joseph Nelson.

McCoy Leaves FCC, Replaced by Nelson

WASHINGTON, Sept. 19.—John McCoy, top Federal Communications Commission official in radio television and head of the FCC's branch handling legal television problems, has resigned and will be temporarily replaced by Joseph Nelson.

Sheridan Joins Wald

Hollywood, Sept. 19.—Bert Sheridan, president of the Screen Writers Guild and Norman Kransa to function as news editor for their new independent unit at RKO Radio. He will head special production department.

Discipline Martin, Lewis, STOA Urges

In a telegram sent yesterday over the signature of Harry Brandt, president of the New York Independent Theatres Organization, the organization asked producer Hal Wallis to take disciplinary action against the film stars Martin and Jerry Lewis, whom Wallis has under contract, for "tearing down the good public relations that we are trying to maintain."

The production broadcast last Sunday evening over WBNT broadcast, ITA charged, "Martin and Lewis ridicule motion picture exhibition and production and presented the world the worst possible light."

The telegram said the comedy team was "guilty of a disservice to your Paramount pictures, to all the exhibitors who play their pictures, and to the entire industry."

On Monday Arthur Mayer, vice-president of Paramount, and Robert McCombs, president of the Independent Theatres Organization, filed a motion today to dismiss the Radio and Television Division's suit against the organization.

"It was evident that the RTDG is Communist-dominated and is not in bona fide compliance with section 15 of the SDGA's petition," said the filing.

"The SDGA has alleged that RTDG has failed to state the collective bargaining agreement in good faith in that RTDG has been reported as a Communist front organization."
Announcing Our
17th ANNUAL CONVENTION

Allied States Association of Motion Picture Exhibitors

MON.—TUES.—WED. OCT.—2—3—4
WM. PENN HOTEL—PITTSBURGH, PA.

Every Independent Exhibitor Is Welcome

Every independent exhibitor in the country, regardless of whether he is a member of Allied or not, is urged to come to Pittsburgh. High cost of films while grosses are declining and every phase of theatre operation will be discussed by experts and by the rank and file.

See — Hear — Talk With
LEADERS OF EXHIBITION DISTRIBUTION MOVIE STARS

Entertainment for You & Your Wife
NIGHT CLUB PARTY GALA BANQUET COCKTAIL PARTY LUNCHEONS TEAS TOURS OF THE CITY

WRITE NOW FOR HOTEL RESERVATIONS

CONVENTION OFFICE
34 VAN BRAAM STREET PITTSBURGH 19, PA.
<table>
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<tr>
<th>WEEK</th>
<th>COLUMBIA</th>
<th>EAGLE LION CLASSICS</th>
<th>M-G-M</th>
<th>MONO.</th>
<th>PARA.</th>
<th>REPUBLIC</th>
<th>RKO RADIO</th>
<th>20TH-FOX</th>
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<td>July 30</td>
<td>(July Releases)</td>
<td>GOLDEN PURPLE HILLS</td>
<td>(July Releases)</td>
<td>THREE LITTLE WIVES</td>
<td>THE MAGICIAN</td>
<td>THE UNDERWORLD</td>
<td>(July Releases)</td>
<td>THE THIRD MAN</td>
<td>(July Releases)</td>
<td>FALLEN IDOL</td>
<td>Ralph Richardson D-94 min. (Rev. 4/14/50)</td>
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<td>(July Releases)</td>
<td>CAPTIVE GIRL</td>
<td>(July Releases)</td>
<td>THE LONE LAMB</td>
<td>THE LONE LAMB</td>
<td>TREASURE ISLAND</td>
<td>(July Releases)</td>
<td>THE THREE ASKS</td>
<td>(July Releases)</td>
<td>THE HONEYMOON</td>
<td>John Beaty 51 min. (Rev. 6/30/50)</td>
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<td>(July Releases)</td>
<td>DAVID HARDING, COUNTERSPY</td>
<td>(July Releases)</td>
<td>THE LONE LAMB</td>
<td>THE LONE LAMB</td>
<td>GUNFIGHTER</td>
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<td>John Beaty 51 min. (Rev. 6/30/50)</td>
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**LIPPERT**

- I SHOT BILLY THE KID
  - Dan Barry
  - Drip Barry
  - 0-57 min. (Release: 6/4/50)
  - (Rev. 6/2/50)

- TRAIN TO TOMBSTONE
  - Dan Barry
  - Drip Barry
  - 0-57 min. (Release: 8/13/50)
  - (Rev. 5/17/50)

- BORDER RANGERS
  - Dan Barry
  - (Release 7/11/50)
Global Production Now a Fixed Policy

With seven out of nine films now shooting in production away from Hollywood on far-flung locations throughout the world, NEFC (North Eastern Film Council) is expected to see an increase in the production of higher quality films in the coming months. The council has been promoting the shooting of films in other countries as a way to diversify the industry and encourage investment from abroad.

Roxy Says Early Reactions To 'Eve' Plan Are Promising

The Roxy theatre reports that the early telephone reservations for the first week of play for "All About Eve" are very promising. The theatre is preparing for a successful run for the play, which is scheduled to open in New York City next week.

Report 'Black Rose' Prints Booked Solid

Twentieth Century-Fox will have every one of their "The Black Rose" prints booked solid across the country this month, the company reported yesterday.

The film which went into mass day-and-date release over the Labor Day holiday has been getting the biggest promotion possible. The company screened the film of recent years, the distributors stated.

"The Black Rose" penetration is being credited to all-out advertising and promotion of the picture which included national and area tie-ins. These are currently being pushed in the leading department and specialty stores of the country. Large scale advertising campaigning on the nation's leading magazines gave intensive penetration on the picture in the period during its widest release.

NEFC Slowed

(Continued from page 1)

States of California and Michigan. It has registered also in other States for purposes of doing business therein, including New York.

It is known that NEFC received substantial pledges of funds, but that only $2,000,000 minimum with which the company intended to enter production for a few months ago.

The product shortage which existed at the time NEFC was formed has lessened meanwhile to the extent that it was possible for the organizers to further the creation of NEFC. Moreover, banks are reported to have shown considerable interest in the company's financial condition. NEFC will have an opportunity to prove itself.

Speculation has it that NEFC will be an organization which will hold itself in reserve for a time when product may drop off again and banks "tighten up." Said Fabian: "Some of us (members of the NEFC) are very much in favor of keeping the organization alive."

However, no meeting of the organization is scheduled for the immediate future, and no active drive to realize on old financial pledges or to bring in new ones is in progress.

Foreign Group

The foreign group will be the guests of the studio at the invitation of "Harvey" premier on October 10 in the Carthay Circle Theatre. The group will return to New York and thence to their respective posts throughout the world on October 15.

Among those who will participate in the meetings will be Jack Sullivan, manager of foreign distribution; Miss Loulou Lindberg, Sweden; Herbert Tonks, Far East; Louis Piret, France; Dr. Ernesto Santucci, Italy; Lin Endon, Australia; Wanda Calvert, Brazil; and Robert F. Collier, Canada.

Meanwhile, in Hollywood, through arrangements with Fox West Coast Theatres, U-I is taking over the Carthay Circle Theatre for the month of Oct. 10 for the premiere, the first to be held locally in nearly a year. The event will feature dressing of the theatre and the trimmings. Many of Hollywood's top stars and industry leaders will attend this first showing of "Harvey."

Day-and-Date Copy For "Flags" Debut

Back of the large-scale advertising campaign underway in the South for 20th Century-Fox's "The Flags of Our Fathers," is the release of its day-and-date copy plugging first used with "It Happens Every Spring." The campaign, which saw Atlanta newspapers carrying playdate copy on all theatres in the saturation run, has been expanded to include the current "The High and the Mighty." The company anticipates will be the greatest penetration in a single market in company annals.

Thirty-three top Southern Sunday papers will carry large display pages, the company copy running in the mass premiere. These papers, published in the principal cities of the South, will give blanket readership in their respective areas.

Key of the gala kick-off will be in Atlanta where the picture will have its world premiere the evening of Oct. 11. Southern luminaries and a star juncture from Hollywood will be among one of the greatest getaways in the history of Southern premieres.

U-I Confab

(Continued from page 1)

U-I national director of advertising and publicity.

The meetings are scheduled to get under way at the company's home office here on Oct. 8, and will be attended by at least a dozen key advertising and publicity personnel. The first day's schedule is the area in which U-I films are exhibited.

Conferences with home office executives, advertising, publicity and exploitation heads will continue through Oct. 10. At the conclusion of the Eastern sessions, the entire foreign contingent will fly to the West Coast, accompanied by Daff, Lipton and Fortunatelli and will do their utmost to publicize and fill public interest on discussions on "Harvey" with studio executives, U-I's Hollywood advertising and publicity staffs.

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Monogram-Allied Meet

HOLLYWOOD, Sept. 19.—The annual meeting of Monogram-Allied Artists stockholders will be held here on Wednesday, Nov. 8, at the studio, Steve Brody, president, announced.
Army-Navy

(Continued from page 1)

network under the sponsorship of the Gimbels Department Stores.

Arrangements for theatre television of the game were made by Capt. F. H. Hackett, director of athletics of the Naval Academy, host for the 1950 game, and Nathan H. Haskins, Columbia consultant to Fabian Theatres.

Meanwhile, in Albany installation of large-screen television in Fabian's Palace, a period for which was issued yesterday by Albany Building Commission Chairman Phillip J. Gallagher, will reach a peak in the theatre's regular business. Rapid inspection is then scheduled to determine the efficiency of the operation to have a supply of product at the line. The latter check is to protect operating personnel.

Palace Is Fifth

The Palace, seating 3,700, is the fifth theatre in the country to be equipped with projectors that are to be projected from the front of the balcony, but main electronic units will be in the regular projection booth at the rear. All are to be housed in metal enclosures. Engineers of Fabian's New York staff do all the lines.

With successful completion of tests, it would be possible to start regular operation by the deadline test date two weeks before where the championship boxing bout between Joe Louis and Ezzard Charles.

UA Financing

(Continued from page 1)
sibilities in this connection have been uncertain for many months.

Charles Chaplin and Mary Pick-

ford, who signed a two-year contract last July with a management group headed by McNutt, are scheduled to attend today's meeting. UA president Frank McNamee and secretary Max Kravetz also will be on hand. Chaplin is expected tomorrow from the coast, and Miss Pickford was due to arrive last evening.

New Management

The new management has had two months to complete its financing program and, according to reports, is being financed principally by McNutt. But UA's problems do not end there. It is under

stood that the purchase of the current property will be completed, present to last only to the early part of next year. This means that new producers must be lined up at once, and any new producers that are obtained would have to start cameras rolling immediately to keep release schedule continuity after the start of the new year.

Skouras Resumes

(Continued from page 1)
national Theatres, headed a five-man delegation that met with anti-trust chief Joseph L. Delmar, assistant director of other Justice Department officials.

Accompanying Skouras were John Bertin, Bert Firosh, Pete Lundgren and John Lawery. Talks will continue tomorrow.

Both sides declined to comment on the negotiations, but it is believed that the conclusion of an agreement by National Theatres on divestiture would clear the way to completion of a consent decree for the parent company, 20th-Fox-Century.

20th-Fox Hits Half-Way

(Continued from page 1)


Eugene Dunne star directed by Jean Negulesco and produced by Nunnally Johnson; and "Rawhide," starring Ty-Rone Power and Micheline Presle, directed by Fritz Lang for producer Lourmar and produced by Samuel J. Engel.


Mochrie Accepts Bid

Robert Mochrie, RKO general sales manager, has accepted the invitation of the Allied States Association of Motion Picture Exhibitors to attend the convention and give a talk in Pittsburgh at the William Penn Hotel on Oct. 23-5.

Fred Fox in New Post

Los Angeles, Sept. 19.—Fred Fox, 20th-Century-Fox production chief here since last December, has been named managing director of 20th-Century-Fox Production, Ltd., the post previously held by Lyman Munson.

Will Honor Smith

(Continued from page 1)

reaction over the country and unani-

mous vote by leaders in the "Testi-

fimonial," the films were selected as pic-

ture for the event.

Back of the campaign will be an all-out advertising and publicity effort. Already Life Magazine has devoted a feature layout to the film well in ad-

vance opening at Loew's Times Square, "Valley of Fire," is scheduled to go before the cameras in November at Tucson, Ariz.

McIntyre Replaces

(Continued from page 1)

1936's made a survey of copyright and Berne Convention conditions in Europe for the industry and repre-

sented the American group at international copyright conferences.
Arthur Sees Understanding Coming Through COMPO

Hughes, Dembow In Brandt Deal Confab

Hollywood, Sept. 20.—Negotiations on the Harry Brandt-Trans Lux deal to purchase Howard Hughes' stock holdings in RKO Theatres continued at a late hour tonight as Sam Dembow, representing Brandt, and Hughes conferred on remaining details. Dembow said today that the deal will be either consummated or called off before he returns to New York.

Support of the Council of Motion Picture Organizations was expressed yesterday by Harry Arthur, jr., head of Fanchon and Marco, St. Louis, in a communication received here by Albert L. Mayer, executive vice-president of the all-industry organization.

"For the first time in its history," Arthur declared, "our industry has, in COMPO, the actual organization which can gather together the many hanging threads, to knock them into a package representing unity of purpose and intra-industry understanding so as to meet objects and common problems.

"At no time in the industry's hectic history did we go so in need of a program of understanding and friendship—within and without—nor have we been in such an ideal position—" (Continued on page 4)

Can't Answer FCC On Color: RTMA

The Radio-Television Manufacturers Association, whose board of directors is meeting at the Roosevelt Hotel today, has reported to the Federal Communications Commission that it should not look to the Association for an answer as to whether R-TMA members will build television sets after Nov. 10 incorporating CBS color standards.

The FCC had asked for replies on the subject by Sept. 29. Robert Sprague, R-TMA president, in his letter to J. T. Slowie, FCC secretary, said the Association has no authority in the matter of what its members may or may not do, the decision being entirely in the hands of the individuals. (Continued on page 4)

TV 'Defamers' Of Films Get Myers Blast

Last Sunday's Telecast Brings Boycott Threat

WASHINGTON, Sept. 20—Allied States Association general counsel Abram F. Myers today raised the threat of an exhibitor boycott of films featuring actors who use television and other competing media to ridicule and denigrate motion pictures or the film industry as a whole.

"If the producers ignore the situation or take a weak-kneed stand, then the exhibitors will surely notice that they will be slow to play pictures featuring these transgressors of the motion picture business," Myers declared.

He indicated that the matter would be taken up at Allied's forthcoming board meeting and convention in Pittsburgh, to be held on Sept. 30, Oct. 1 and Oct. 24, respectively.

In a bulletin to Allied members, (Continued on page 4)

UA Planning Meet Resumes Tomorrow

The United Artists management conference which got under way here yesterday were scheduled to resume tomorrow. The possibility of a board meeting also has been indicated for tomorrow.

Yesterday's conference was described as informal and brief. Tomorrow's meeting with board chairman Paul V. McNutt, president Frank Nace, secretary Max Kravetz, and Charles Chaplin and Mary Pickford, and perhaps others attending, is expected to be a prolonged discussion. (Continued on page 4)

3 Defendants Ask Lea Suit Dismissal

WASHINGTON, Sept. 20—Three of the defendants in the $1,050,000 damage and injunction suit filed here recently by Leonard Lea, Danville, Va., exhibitor, have asked the court to dismiss the charges against them on the ground that they do not do business in the District of Columbia.

The three are Paramount Theatres, Wilby-Kincey Service Corp. and Danville Enterprises. The suit, charging a conspiracy to deprive Lea's theatres of first and second run pictures, also names as defendants all eight distributors.

Rejection of Ticket Cuts For Servicemen

WASHINGTON, Sept. 20—The Motion Picture Theatre Owners of Metropolitan Washington has turned down a request for reduced prices and passes for servicemen on the ground that there is not yet a "sufficient emergency."

Col. Waldo E. Leopold, Co-ordinator of Veteran Affairs for the District of Columbia, had asked the exhibitors for price concessions to members of the Armed Services, similar to those in World War II.
Show ‘Breaks’ Aid Concession Stands
Albany, N. Y., Sept. 20.—Nine Fabian theatres in the Albany area now are having ‘fast’2 in performances daily, to stimulate their concession business. Only the Palace and Albany, which have Schenectady are not included in the test program. It is similar to the Washington, D. C., drive-ins, although the break is shorter.

A special trailer precedes the film, the concession which lasts four minutes. The screening of a short follows. Business at the Village concession machines is reported to have increased sharply.

Special ‘About Eve’ Service Unit at Roxy

Twentieth Century-Fox reported here yesterday that a mounting demand for tickets and souvenirs at New York’s Roxy Theatre for Darryl F. Zanuck’s “All About Eve” has led the house to form a special “All About Eve” service unit to take care of all requests.

The unit, which involved a temporary redesign of the lobby, will handle mail order requests for tickets as well as those bought at the special box-office in the outer lobby. Another one of its duties will be to see that all questions about the new “scheduled picture” are properly answered. The theatre believes that the service unit will not only accelerate ticket sales but will increase the interest of the “scheduled performance” plan with maximum efficiency.

Jerry Fairbanks to Produce in Color

Hollywood, Sept. 20.—Jerry Fairbanks has scheduled the production of color television films following the Federal Communications Commission’s announcement last month tentatively approving the CBS field sequential color system.

The producer, who has made more than 60 commercial pictures and over 150 “Unusual Occupations” and “Popular Scien children’s shorts in color, has been preparing his studio for tinted television films for six months. He will use 16mm. Kodachrome and 35mm. Eastman and Ansco.

Tries ‘Fast’ Color

Hollywood, Sept. 20.—George Sidney, M-G-M director, has concluded a test of a color system which uses “fast” Technicolor stock under a new nascented lighting set-up. Subject of the test was Terri, Celli, with Charles Rosher at the camera.

Sunday Films Win

Cleveland, Tenn.—A long fight here against Sunday films has ended with uprisings to boot.

Personal Mention

James R. Grainger, Republican sales vice-president, will leave here today for Boston.

Isa Miranda, Italian film star, was presented to motion picture editors, at a luncheon held in Boston’s Hotel Commonwealth this week. She was accompanied by her husband, Alfredo Gueini, producer. Both have left for Hollywood.

Patricia Neal and Frank Lovejoy have received an award from the Sigma Phi national women’s journalistic fraternity, for their “honest and conscientious” portrayal of people in the film, “Three Secrets.”

Floyd Rice, manager of Crescent’s Knickerbocker Theatre, Philadelphia, Pa., is on a two-week trip to California with his family.

J. Ted Rounton, publicity director for the Hippodrome, Town and Little Theatres in Baltimore, is a patient at Sinai Hospital there.

Richard F. Walsh, IATSE president, has been elected a vice-president of the AFL’s Union Label Trade Department.

Mickey Rooney has been decorated by the Mexican government, in the City of Honor in the completion of his 25th anniversary in show business.

400 More Dates for ‘Sunset’: Schwabler

More than 400 additional key city bookings have been set for “Sunset Blvd.” by Eduard Schwabler, president of Paramount Film Distributing Corp.

The additional playdates will still have the 15-day hold at the drive-ins of the world; the Districts of New York; Allen, Cleveland; Fox; San Francisco; Paramount; Rochester; Fifth Avenue, Seattle; Paramount; Buffalo; Chicago; St. Louis; Denver; San Diego; Los Angeles; Denver; Cleveland; and the Odeon, Toronto.

Legion Reviews Six, Rates Three as ‘B’

Six additional films have been reviewed by the National Legion of Decency, with three receiving a ‘B’ rating. In that category are Warner Brothers’ “The Breaking Point,” M-G-M’s “Moonstruck,” New York, and Lux Film’s “Prelude to Madness.”

Class A-1 are Republic’s “Frisco Tornado,” Lippert’s “Return of Jesse James,” and Columbia’s “State Secret.”

The classification of Twentieth Century-Fox’s “Don Shutte de la Manche” has been changed from “B” to A-1.

Redbook Picks ‘No Way’

Darryl F. Zanuck’s “No Way Out” has been chosen by Redbook magazine as its “Picture-of-the-Month” for October.

News in Brief

The initial hearing of this year’s arbitration case involving exhibitors and distributors and the American Arbitration Association has been set from Oct. 2 to Oct. 4, Jay Emanuel will act as arbitrator.

The case evolved from litigation between the Elmwood Theatre Corp., again the five majors, and is intended to decide the nature of bookings and clearances and availability in the Bridgeport-Stratford, Conn. area.

Hollywood, Sept., 20.—Robert L. Lippert has acquired the Lippert Pictures’ Los Angeles branch from distributor holder Sam L. Decker and will take over its operation on Oct. 1.

Philadelphia, Sept. 20.—Harold Greenberg, a 25-year veteran of the film industry, has been added to the staff of the Allied Motion Picture Theatre Service. Joining the capacity of assistant to Roy Sullender, head buyer and booker.

Los Angeles, Sept. 20.—More than 30 stars will be furnished by the Hollywood Co-ordinating Committee for the entertainment industry’s welcome to the American Legion’s annual convention beginning here on Oct. 8.

Des Moines, Sept. 20.—W. A. Johnson, who has been acting branch manager of Eagle Lion in the U. S., is being promoted to branch manager succeed to George Taif, who resigned because of illness.

MFA Urges Theatres To Show Safety Film

The Motion Picture Association of America passed through the country to the book, “Wrong Way Butch,” the Pete Smith short on industrial safety, as a community service. “Wrong Way Butch,” which recently won a special award from the U. S. Department of Labor, is being released under the direction of Eric Johnson as the seventh in the public affairs series which the MFA is sponsoring.

‘Red Shoes’ at the Bijou

A headline in these columns yesterday erroneously stated that J. Arthur Rank’s “Red Shoes,” distributed by Eagle Lion in the U. S., is playing at New York’s Globe Theatre, where as the production is currently marking its record-setting 100th week at the Bijou Theatre, as correctly reported in the story itself.

Rachmil Starts Another

Hollywood, Sept. 20.—Lewis Rachmil has started filming of “Road-block,” his next production for RKO, which pictures are being ready for RKO release, "Bumper Squad," “Seven Witches” and “Crackdown.”
Schlesinger, South African Financier, a Guest of Universal

John Schlesinger, head of the Schlesinger interests in South Africa, and of whose companies—International Artists and Theatrical Agency, a circuit controlling 431 theatres—has been going business with U-1 for over 20 years. On Sunday, a $68,000 honor guest yesterday at the Brown Palace in Denver, was yesterday at the Brown Palace in Denver, was honored with a reception given by Al Daffe, an associate of the company.

Schlesinger, who is visiting New York, declared in an address that the expansion in South Africa is ever on the increase and future prospects are unlimited. Also attending the luncheon were J. A. Schlesinger and U-1 executives H. Seidelman, John J. O'Connor, Leo Goldberg, A. Schimel, Maurice Jergman, Eugene Walsh, A. J. O'Keefe, Americo Abad, Ben Cohen, Felix Sommer, Robert Seidelman, George Douglas, Morris Alin, Irving Weiss and Fortunat Baronti.

Ernest J. Moule Dies

TORONTO, Sept. 20.—Ernest J. Moule, proprietor of the Capitol Theatre in Brantford, Ont., died of a heart condition. He was a member of the Canadian Pictorialists.

Edward G. Gannon

SCHWEIZER, Neb., Sept. 20.—Funeral services were held here yesterday for Edward G. Gannon, owner of the Sky Theatre. The widow survives.

Gell Gets 23 U. S. Films
For English Distribution

William J. Gell, managing director of Monarch Films, London producers and distributors, and producer of “Lilli Marlene,” disclosed here yesterday that he had contracted for the distribution in England of Edward Golden's “Guilty of Treason” and 22 of Jack Schwartz’s features.

Of “Lilli Marlene,” he said he had received “overtures” here for the film, but that dubbing and music are being added now in England and later his representative would come here with a print to negotiate for American distribution. He disclosed that many European pictures are now playing American circuits besides “art houses,” not through star appeal, but through the appeal of story and dialogue.

The producer feels many British pictures have been produced at too high a cost. Cost doesn’t mean a thing to the customer, the exhibitor.

His next will be “Hindle Wakes” and “D-Day.” These will be made with the American market in mind—plot, action and dialogue. His company even has the services of an American adviser.

Newhook and Wilson
Of Loew's Promoted

Boston, Sept. 20.—Robert Newhook, assistant publicity-exploitation advertising director of Loew's Theatres here, has been promoted to the post of director of Loew's Boston Theatre, succeeding James M. Sullivan, who resigned. Charles Wilson, assistant manager of Loew's Strand of Syracuse, N. Y., will be his assistant.

Gulf Allied Sets Meet

NEW ORLEANS, Sept. 20.—Allied Theatre Owners of the Gulf States will hold its annual convention on Dec. 5-6 at the Roosevelt Hotel here.

Compo Theatre Quiz Discussion Tomorrow

Arthur Mayer, executive vice-president of the Council of Motion Picture Organizations, and Gael Sullivan, executive director of Theatre Owners of America, will confer here tomorrow on the kind of activities which should be made of exhibitors in connection with a questionnaire that COMPO plans to send to the nation's jeweler in line with the industry organization's research activities. Sullivan has indicated to Mayer that TOA members would object strenuously to answering questions that would encroach on “privacy.” The COMPO board has voted $3,500 for “research.”

Keys Stolen, Cops Watch for Trouble

Boston, Sept. 20.—Police here have placed a close watch on a group of Boston theatres and other places after a thief broke into an automobile on Stuart Street last night and stole master keys to the theatres.

Three sets of keys were taken from a car owned by the Film Transfer Service Co. of Boston.

M-G-M Target of New Volks Trust Suit

MINNEAPOLIS, Sept. 20.—M-G-M, the only major distributor to deny William and Sydney Volks' neighborhood Nile Theatre a 35-day run, is the target of a suit filed by the exhibitors in Federal Court here.

Also named defendants are Friedman Brothers, operator of the Edina, Minn., and Harold Field and Harmon Miller, operators of the St. Louis Park. Both theatres were recently granted a 35-day run by M-G-M and all other distributors. If the court grants the mandatory temporary injunction asked by the Volks, the Nile would receive a 35-day run from M-G-M at once.

As M-G-M is the only distributor withholding the run requested by the Volks, no charge of collusion with other majors is made in this suit. Two years ago the Volks filed a suit charging all the majors with conspiracy.

PARAMOUNT TRADE SHOWS—SEPTEMBER 25th, 1950

<table>
<thead>
<tr>
<th>CITY</th>
<th>PLACE OF SCREENING</th>
<th>TIME</th>
</tr>
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<tbody>
<tr>
<td>ALBANY</td>
<td>FOX SCREENING ROOM, 1052 Broadway</td>
<td>7:30 P.M.</td>
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<tr>
<td>ATLANTA</td>
<td>PARAMOUNT PROJ. ROOM, 154 Welton St, N. W.</td>
<td>10:30 A.M.</td>
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<tr>
<td>BOSTON</td>
<td>PARAMOUNT PROJ. ROOM, 58 Berkeley Street</td>
<td>2 P.M.</td>
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<tr>
<td>BUFFALO</td>
<td>PARAMOUNT PROJ. ROOM, 464 Franklin Street</td>
<td>2 P.M.</td>
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<tr>
<td>CHARLOTTE</td>
<td>PARAMOUNT PROJ. ROOM, 305 S. Church Street</td>
<td>2 P.M.</td>
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<tr>
<td>CHICAGO</td>
<td>PARAMOUNT PROJ. ROOM, 1306 S. Michigan Ave.</td>
<td>1:30 P.M.</td>
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<tr>
<td>CINCINNATI</td>
<td>PARAMOUNT PROJ. ROOM, 1214 Central Parkway</td>
<td>2:30 P.M.</td>
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<tr>
<td>CLEVELAND</td>
<td>PARAMOUNT PROJ. ROOM, 1735 E. 23rd Street</td>
<td>11:30 A.M.</td>
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<tr>
<td>DALLAS</td>
<td>PARAMOUNT PROJ. ROOM, 412 S. Harvard St.</td>
<td>2:30 P.M.</td>
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<tr>
<td>DENVER</td>
<td>PARAMOUNT PROJ. ROOM, 2100 Stout St.</td>
<td>2 P.M.</td>
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<td>DES MOINES</td>
<td>PARAMOUNT PROJ. ROOM, 1125 High Street</td>
<td>1 P.M.</td>
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<td>DETROIT</td>
<td>PARAMOUNT PROJ. ROOM, 479 Ledyard Ave.</td>
<td>2 P.M.</td>
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<tr>
<td>INDIANAPOLIS</td>
<td>PARAMOUNT PROJ. ROOM, 116 W. Michigan St.</td>
<td>1:30 P.M.</td>
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<tr>
<td>JACKSONVILLE</td>
<td>FLORIDA THEATRE SCREENING ROOM, Florida 8th Ave.</td>
<td>7:30 P.M.</td>
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<tr>
<td>KANSAS CITY</td>
<td>PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street</td>
<td>2 P.M.</td>
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<td>LOS ANGELES</td>
<td>PARAMOUNT PROJ. ROOM, 1613 West 20th Street</td>
<td>1:30 P.M.</td>
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<td>MEMPHIS</td>
<td>PARAMOUNT PROJ. ROOM, 362 South Second Street</td>
<td>2:30 P.M.</td>
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<tr>
<td>MILWAUKEE</td>
<td>PARAMOUNT PROJ. ROOM, 1121 North 8th St.</td>
<td>2 P.M.</td>
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<tr>
<td>MINNEAPOLIS</td>
<td>PARAMOUNT PROJ. ROOM, 82 State Street</td>
<td>2 P.M.</td>
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<tr>
<td>NEW HAVEN</td>
<td>PARAMOUNT PROJ. ROOM, 82 State Street</td>
<td>8:15 P.M.</td>
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<tr>
<td>NEW ORLEANS</td>
<td>PARAMOUNT PROJ. ROOM, 215 South Liberty Street</td>
<td>11 A.M.</td>
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<td>NEW YORK CITY</td>
<td>PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)</td>
<td>2:30 P.M.</td>
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<td>OKLAHOMA CITY</td>
<td>PARAMOUNT PROJ. ROOM, 701 W. Grand Avenue</td>
<td>10:30 A.M.</td>
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<td>ONAHU</td>
<td>PARAMOUNT PROJ. ROOM, 1704 Davenport St.</td>
<td>1 P.M.</td>
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<td>PHILADELPHIA</td>
<td>PARAMOUNT PROJ. ROOM, 248 North 12th Street</td>
<td>2 P.M.</td>
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<td>PITTSBURGH</td>
<td>PARAMOUNT PROJ. ROOM, 1207 Rodwell Ave.</td>
<td>2 P.M.</td>
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<td>PORTLAND, Ore.</td>
<td>PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue</td>
<td>2 P.M.</td>
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<tr>
<td>ST. LOUIS</td>
<td>PARAMOUNT PROJ. ROOM, 2949 Olive Street</td>
<td>1 P.M.</td>
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<tr>
<td>SALT LAKE CITY</td>
<td>PARAMOUNT PROJ. ROOM, 270 E. 1st South Street</td>
<td>1:30 P.M.</td>
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<tr>
<td>SAN FRANCISCO</td>
<td>PARAMOUNT PROJ. ROOM, 203 Golden Gate Ave.</td>
<td>2 P.M.</td>
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<tr>
<td>SEATTLE</td>
<td>PARAMOUNT PROJ. ROOM, 2330 First Avenue</td>
<td>1:30 P.M.</td>
</tr>
<tr>
<td>WASHINGTON</td>
<td>PARAMOUNT PROJ. ROOM, 306 H Street, N. W.</td>
<td>2:30 P.M.</td>
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Nine New Theatres For F.P. in Canada

Ottawa, Sept. 28.—Famous Players Canadian Corp. will operate nine new movie theatres in Ottawa, Ont., on Oct. 3 and another in Lethbridge, Alta., on Oct. 3, with new theatre currents currently under construction in New Waterford, N. S.; Mome
ton N. B.; St. John’s, New-foundland; Hamilton, Ont.; B. C., and Kamloops, B. C.

In addition to the new big drive-in theatre opened the other day in Prince George, B. C., another one is being finished at Prince Albert, Sask. The theatre already operates 18 drive-ins across Cana-
da.

Myers Blasts TV ‘Defamers’

(Continued from page 1)

entitled “Biting the Hand That Feeds Them,” Myers followed up the pro-
test recently made by Council of Motion Picture Organizations’ executive vice-president Arthur Lion, last week, in his Sunday’s television show featuring Jerry Lewis and Dean Martin. He men-
tioned not only the Lewis-Martin show but also Bob Hope’s Easter tele-
vise show and a July Ford Motor telecast featuring “one Johnny John-
son.”

“It is bad enough when any per-
son, regardless of whether he has ever appeared in pictures, uses the medium of television to ridicule and deride the movies,” Myers declared.

“It is most reprehensible for people who have been elevated to stardom and enriched by the movies to do so. And when players who are appearing in films currently in theatres out of their way to slander the movies, it is time for the motion picture industry to do something about it.”

Myers pointed out that even while Colgate-Palmolive’s Martin-Levis show was being telecast, exhibitors were playing Paramount’s “My Friend Truco Goes West,” with the two comedians.

He said if the Sunday accident were not the one exception, the situation would still be in bad taste, but we might shrug it off. But joining the movies is becoming a habit of television come-
dents and exhibitors and it will succeed in convincing some of their audience that the movies are in-
teresting, a thing of the past and that it is a waste of time and money to patron-
ize theatres.

And if the Martin and Lewis may be good comedians, Myers declared, “but certainly they are not indispensa-
tible to the motion picture business and they and their kind should be told in no uncertain way that if they use a rival medium of entertainment to in-
ture the business, they cannot expect help from the industry. Motion picture producers should take a firm stand on this right now, before seri-
ous trouble develops.”

If producers don’t act, then exhibi-
tors must, the Allied official said.

The bulletin also urged that the question of these producers’ associa-
tions be referred to the permanent advisory board of the industry’s resultant.

Myers said Colgate would “scream louder” if he were to mention it in this con-
cluding reference to its products, and we have a right to expect the same con-
ideration from Colgate.”

Myers Wants Clarification

In Competitive Bidding

Washington, Sept. 20.—Abram F.

Myers, Allied States chairman and general counsel, will suggest to Al-
lied’s national convention in Pitts-
burgh, Sept. 24, a referring of the applic-
ing to the Federal statutory court for clarification of its competitive bid-
ing anti-discrimination clause for distributors who might be interested.

The clause says pictures must be offered by competitive financing and dis-
ermination in favor of affiliated thea-
tres, circuit theatres, or others.”

Myers believes the “or others” does not apply to competitive exhibitors. Distributors believe it does. Hence his interest in having a case before the court to clarify the point.

He thinks one or more distribu-
tors would have to bring the case to an answer in order to know whether bid-
ing is necessary if only competing independents want a film.

Arthur on COMPO

(Continued from page 1)

through COMPO—to plan, prepare and carry on such a program. For the

“Harvey” Plans

(Continued from page 1)

$2.40,” Scully pointed out. “Show-

men who have seen our picture agree that it is as good as or better than the

story production. Why shouldn’t we go after other territories?”

Universal paid approximately $750,-

000 for the screen rights to the play. It is estimated that the production will cost between $3,000,000 and $4,-

000,000 in the U. S. for the company to break even. The world rights have been purchased by United Artists Corp. and will be released by it in the U. S. and Canada. The story, of course, is based on the
career of the late Walter Fritt, who wrote the novel, which has been published by Doubleday.

Way Out Grosses $5,000

Chicago, Sept. 20.—“Way Out,” which had its Chicago opening here today at the RKO Grand was heading for a $5,000 figure for the week.

It was said that this is an open-

ing day’s record for the house. The picture was first banned by the police

This page is a part of the document "Motion Picture Daily" from September 21, 1956. The text contains various articles and news items related to the film industry, focusing on recent developments, personalities, and theatrical strategies. The content is structured in a way that highlights the dynamics of the industry, including the actions of prominent figures like Myers Blast TV’s "Defamers" and the impact of television on the film industry. The text also covers the touring industry, with a focus on the "Fireball" tour and the "Harvey" plans. Additionally, it mentions the financial aspects of film production, such as the $2.40 per screen fee and the $750,000 paid for the "Way Out" screen rights. The "75-Cent Minimum" is also discussed, with considerations for the film industry's classification and population. Overall, the document provides a comprehensive overview of the film industry's landscape at the time.
No Series TV For Theatres, Frick Affirms

Back Baseball's Ban at Meeting with Sullivan

Efforts to obtain theatre telecasts of this year's baseball World Series appeared to have met a final rebuff yesterday as Ford Frick, president of the National League, reaffirmed organized baseball's ban on the project at a meeting here with Gae Sullivan, Theatre Owners of America executive secretary.

In a letter sent last week to Frick, A. B. Chandler, baseball's high commissioner, and William Harridge, American League president, Sullivan called the ruling against theatre television "discriminatory" against motion picture theatre operators and audiences and asked for a reversal of the decision.

Chandler, in his reply, implied that (Continued on page 4)

Receipts Are Good In Rural Canada; Slump In Cities

OTTAWA, Sept. 21.—Attendance in motion picture theatres has declined even further in the past several weeks, particularly in urban centres, but attendances are holding up well in rural and less-populated centres. In the latter, some attendances are reported even higher than a year ago in the same period.

Inquiries indicate that the rising cost-of-living is not the cause of decreases in urban centre theatres, but rather the unusually fine weather and (Continued on page 4)

See France-US Film Talks in November

By HENRY KAIN

PARIS, Sept. 19 (By Airmail).—Though no official date for the coming French-American film imports talks has yet been set, reports here indicate they will take place early in November.

Preliminary talks preceding the conference are now going on at the ground level. They are friendly attempts to find common ground and define the areas of negotiation. It is (Continued on page 4)

Wallis Expected to Produce Cinerama's Initial Picture

Clayton Bond Joins Skouras Theatres

Clayton Bond, who resigned recently after 20 years as film buyer for Warner Brothers Theatres at the home office, has joined Skouras Theatres here in a similar capacity.

Bond started in his new post this week. Prior to his appointment, the floor manager of the Dome had been filled on a temporary basis by Paul Burke. It has been reported that Bond's resignation from Narrum followed decentralization of the circuit's buying operations in consequence of theatre (Continued on page 2)

RKO Ready to Go To 'Boost Business'

"1A" Wins Pay Hike At Republic Here

A general pay increase of $3 per week for Republic home office employees has been agreed to by the company following a meeting here of IATSE and Republic officials before Commissioner Maedelmann of the U.S. Mediation and Conciliation Service. Ninety employees are involved.

The raise will be retroactive to last July 1 under a contract which will run to Aug. 30, 1951. The previous (Continued on page 4)

TV Unable to Compete with Theatres in U.K.: Williams

A distinctly optimistic note regarding theatre business in Britain was struck by Arnold Williams, managing director of National Screen Service operations there as he prepared to depart yesterday for England aboard the S.S. Queen Elizabeth after eight days of conferences here with NSS president Herman Robbins, sales vice-president W. H. Dabrow and other company executives.

Unlike the situation in the U.S., Williams said, television is no threat in Britain, nor does he expect it will be in the foreseeable future. "Man, observed Williams, "is a creature of habit."

And because of this, British housewives will continue to demand that their husbands take them to public "cineemas" at least once a week, television (Continued on page 2)

Century Installing Television in Two

RCA instantaneous direct-projection theatre television systems are being installed at Century's Marine Theatre, Brooklyn, and Century's Queens Theatre, Queen Village, Long Island, it was announced here yesterday by Leslie R. Schwartz, general manager of Century Theatres.

The installations will be completed by the end of September.

Schwartz revealed that the Queens will be the first theatre on Long Island to offer patrons "giant screen" television. (Continued on page 2)

Urge Supreme Court to Save Censorship

Atlanta Files Plea in 'Lost Boundaries' Case

WASHINGTON, Sept. 21.—The Atlanta censors told the U.S. Supreme Court today that "motion picture companies are primarily and fundamentally engaged in the business of entertainment for profit," and cannot claim they are part of the press and entitled to protection under the First Amendment against state and local censorship laws.

The censors filed a statement asking the Court not to grant the request of the RD-DR Corp. (Theatres Digest - De Rochemont), producers of "Lost Boundaries," (Continued on page 4)

US Treasury Lists $1,926,367,000 Film Firms' Income

WASHINGTON, Sept. 21.—The Treasury Department today made public some related figures on motion picture industry finances in 1947.

Of 4,189 corporate income tax returns from the motion picture industry, 3,419 returns showed a profit and 1,190 a loss — the rest were returns from inactive corporations.

The figures showing a profit had total receipts — from all sources includ (Continued on page 4)

Cut in Overseas Film Funds Is Sustained

WASHINGTON, Sept. 21.—A cut of $1,000,000 in funds to expand the motion picture activities of the State Department's overseas information program has been approved by the House following a House-Senate conference and this is certain of becoming law.

The Administration asked for $82,000,000 to expand the "Voice" program during the fiscal year ending next June 30. The House cut this to
Personal Mention

Eliis ARNALL, Society of Inde
pendent Motion Picture Producers president, is scheduled to arrive here Monday from Atlanta.

Irvin Ullman, son of Saul J. Ullman, Upstate New York general manager for a former publishing house, has been made a manage
r of the Mohawk Drive-In to enter Albany Law School. Joins
Ullman was promoted to succeed him.

Rt. Hon. Vincent Massey, chair-
man of the Royal Commission examining Canadian television industries, has been elected presi
dent of the Association of Canadian Club.

E. G. Greg, vice-president, and
R. O. Stroock, recording manager of Western Union, have returned to their New York offices from Hollywood.

Howard Ross, of Monogram, has been promoted from apprentice booker to a booker at the Omaha branch.

Chris Pope, Schine Circuit booker, is in Albany from Gloversville, N. Y.

Glass, Schaefer Open ‘Cyrano’ Talks Here

George Glass, vice-president of Stanley Kramer-Productions, has ar
rived here from Hollywood for con
ferences with George Schaefer, sales head of the company, and Myron Beck, who is in final negotiations for
preparations for the New York opening in November of Kramer’s ‘Cyrano de Bergerac’ at the Hudson Theatre. Around the opening of the picture, which will have its initial run at the Bijou on a ‘roadshow’ basis.

Glass said that United Artists, which will distribute ‘Cyrano,’ will receive 10 per cent of the profits from the worldwide sales of the film, instead of the usual 21% per cent that it is customary to receive in pictures, ‘Cyrano’ Glass said, will open in November also at the Fine Arts Theatre in Los Angeles.

Baker Will Go to Rochester for RKO

Jerome Baker has been appointed RKO Theatres’ city manager in Rochester, N. Y., by William W. Howard, assistant general manager. He succeeds Francis S. Anderson, who has resigned to go into another business.

Baker has been with RKO for more than 20 years. He began at the RKO Orpheum in St. Paul, and has been with theatres for RKO in Minneapolis, Cincinnati and Union City.

Name Levy for NY Court

Matthew M. Levy, IATSE general counsel, has been nominated by the Democratic committee as their candidate for New York Su
preme Court Justice in the November election. Levy is reported to have re
quired to relinquish his “I.A.” post.

RCA-1A Finish 1st Theatre TV Course

Cameron, N. J., Sept. 21.—Closing exercises of a special television training program, sponsored jointly by the IATSE and RCA Ser
vice, were held here on 11 motion picture projectionists from all over the U. S. The nine-day course offered in this field, was conducted by the RCA engi
neers who developed the theatreradio equipment now being installed by RCA in a number of cities.

Hughes-Brandt Deal Seen Developing

Hollywood, Sept. 21.—Negotiations for the acquisition of Howard Hughes’ stock in RKO Theatres by Harry Brandt Translux interests continued Thursday with following a personal meeting Wednesday night between Hughes and Sam Deabow, representing the Brandt Translux.

Although minor points in the deal remain to be reconciled, informed sources disclose no substantial barrier to a transaction. Agreement has developed for allocations that negotiations will be continued over the weekend.

Exhibitors Buy Hotel

Alfred G. Burger and Herbert Schellet, executives of Telenews The
atres, have purchased the Franklin Hotel at Troy, N. Y., through

Rogers to Meet the Press

Western screen stars Roy Rogers and Dale (Mrs. Rogers) Evans will be hosts to the trade press at a recep
tion to be held in New York’s War
wich Hotel on Friday, Sept. 29. They will continue to town to make their tele
vision bow.

Foreign Film Cut

(Continued from page 1)

$62,655,850, and specified that the film branch should get only $10,000,000, repayable within 14 years. To date 1,017,833 requests.

The Senate voted the full request, and the difference had to be ironed out in conference. The confer
ces agreed on $63,855,850, but speci
fied that the increase over the House figure should be applied exclusively to student exchange and library ac
ivities.

The new appropriation is over and above the $32,700,000 voted earlier this year for the overseas information program. Close to $2,500,000 of that amount was for the motion picture branch.

Bond to Skouras

(Continued from page 1)

divestiture and divorcement prepara
tions under Federal court decrees in the course of antitrust suit against the industry.

F. and M. Joins the Showmanship Drive

St. Louis, Sept. 21.—A 13-week “Emphasis - on Showmanship,” cam
paign was announced here today by Edward B. Arthur, general manager for Fanchon and Marco-St. Louis Amusement Co. The campaign will be conducted from Sept. 27 through Dec. 26, with $1,250 in cash prizes to be awarded managers.

For the best percent re
g in business over the same period in 1949, $1,250 will be divided as follows: $100, first prize; $300, second prize; $200, third; $100, fourth; $75, fifth; $50, sixth, and $25, seventh. For the best showmanship campaigns submitted, two on specific programs, and one, the managers’ checks, a total of $650 will be divided: $250, first prize; $150, second; $100, third; $75, fourth; $50, fifth, and $25, sixth.

New York Theatres

Radio City Music Hall

Rockefeller Center

SUNSET BOULEVARD

William Holden - Gloria Swanson

Erich Von Stroheim

A Paramount Picture

SPECTACULAR STAGE PRESENTATION

THE SLEEPING CITY

RICHARD CONTE COLEEN GRAY

Paramount

Walt Disney's

PRESENTATION

OF

LABET LOUVER'S

TREASURE ISLAND

EXTRA DISNEY 

TICKERS 

WALT DISNEY’S

CABANA

YESTERDAY

MAYFAIR

WAY OUT

REYOLI

MINDY CARSON

My Blue Heaven

BETTY GRABLE

DAN DAILEY

ROXY

MUSICAL

MOPPET

MINDY CARSON

[Image of WALT DISNEY's TIDAL 

WAVE]

[Image of WALT DISNEY's TIDAL 

WAVE]

[Image of WALT DISNEY's TIDAL 

WAVE]

[Image of WALT DISNEY's TIDAL 

WAVE]

[Image of WALT DISNEY's TIDAL 

WAVE]
They're
going
to
keep
Warners'

“Three Secrets”

for
a
long
time!

smash! everywhere!
in banning "Lost Boundaries." The producers and the film industry generally have been hopeful that this might be the case where the High Court would extend the First Amendment to films.

In their statement today, the Atlanta censors said that the question of whether films came under the First Amendment had "already been unequivocally decided in the negative by this court in the case of Mutual Film Corp. v. Industrial Commission of Ohio, and the decision of the Circuit Court which it is now sought to review decides the question exactly in accordance with the decision of this court in the Mutual Film case."

The Circuit Court's holding is also in keeping with every other decision rendered on the subject by all state and Federal courts, in the U.S., the censors declared. They pointed out that Justice Frankfurter as recently as 1949 had cited the 1915 Mutual Film case.

One final point made by the censors' petition might slightly bodeul what ever ruling the high court makes on this case. It pointed out that Film Classies, Inc., the distributor of the film, had not joined in the appeal. The petition said Film Classies was the only one whose rights to show the picture had been denied, and the only one "who is 'nixed' by the order."

RD-DR DR, never having applied for nor been denied the right to show the picture involved, has no right to maintain alone a petition for certiorari in the case," the censors told the court.

Receipts Are Good (Continued from page 1)

Roads this year. With more money scheduled to be spent in coming months on marketing projects, the stepped-up industrial activities arising from the defense program of the Canadian government, attendance in both rural and urban theatres is expected to rise considerably.

Another bright note is that no immediate tax boost is expected.

MacArthur Group Aids MPEA to Promote US Films in Japan

"In recognition of the powerful influence many American motion pictures have had in fostering democratic attitudes throughout Japan, General MacArthur's SCAP headquarters has instructed heads of its information centres in that country to participate actively in stimulating attendance for such films," the Motion Picture Export Association reported here yesterday.

According to an air mail dispatch received here from the MPEA in Tokyo, instructions to assist in the promotion of commercial films designated as having orientation value went out from SCAP's Civil, Information and Education Division.

In carrying out its new film-promotion activities, the Information Centres will be supplementing an educational program that has been conducted on an intensive scale for the last four years under the supervision of Charles Mayer, MPEA's managing director in Japan.

Information chiefs were requested to extend full cooperation to MPEA branch managers to create maximum public interest in those films selected by SCAP that possess high orientation potential.


Hollywood Starts Shows for Vets

Hollywood, Sept. 21—The first contingent of Hollywood entertainers to visit wounded veterans back from Korea will be flown tomorrow to Fairchild-Suisun Air Base, near San Francisco, where they will stage a special show. The general will remain over Sunday to visit veterans unable to attend the performance.

Keanon Wynn, Donald O'Connor, Janet Leigh, and Shelly Winters are among the ten players assigned by the Hollywood Co-ordinating Committee for the journey. Other performances are in the offing.

RKO Ready to Go (Continued from page 1)

In the New York Metropolitan area, RKO theatres on Wednesday will launch the drive locally with James Stewart in "The Broken Arrow" and "Bucco Squad" in Manhattan, Bronx and Westchester, and James Cagney in "Kiss Tomorrow Goodbye" and "The Return of the Frontierman," with Gordon MacRae, in Brooklyn and Queens.

Republican Pay Hike (Continued from page 1)

contract between the company and "IA" Motion Picture Home Office Employees Local No. H-63 expired last July 31.

Sitting in on the talks with Mandelson were Republic secretary Joseph Buro and "IA" executive vice-president Russell Moss.

It is estimated that the minimums are designated in the new pact, and a number of increases are expected to come to more than $3 to conform thereto. The new minimums are said to match those prevailing at the Warner and Universal-International home offices.

A meeting of the local's membership already has approved the increase.

Meanwhile, McMah on has agreed to meet with the union officials to endeavor to work out a new wage settlement for the office workers at Republic's Fort Lee Consolidated Laboratory.

Wallis and Cinerama (Continued from page 1)

ture, the process calls for the use of a much larger number of cars on the special, triple-lensed camera in making a picture. The effect on the screen has been described as "three-dimensional" and "peripheral perception."

The screen which would be used for public showings would be perhaps three times as wide as the average screen used in theatres at present.

Cinerama officials and Wallis are understood to have conferred at length on the possible production of a picture by the latter, and it was indicated yesterday that an announcement relative to this may be forthcoming from Cinerama in the near future.

No 'Series' TV (Continued from page 1)

the action would not be changed but Frick offered to meet with a small committee yesterday to discuss the subject. However, instead of offering any hope of cooperation by his Variety committee, Frick said that he merely "explained" the decision to Sullivan and" that was that.

The TOA director said in his original letter that the ban would work a hardship on theatre owners who have, on account of the film's content and over that audience which, not owning television receivers, will not be able to view a sponsored telecast already approved.

Atlanta Censorship (Continued from page 1)

Atlantic Censorship (Continued from page 1)

Atlantic Censorship (Continued from page 1)

Film Firms' Income (Continued from page 1)

ing sales, rents, dividends, capital gains and losses of $2,136,677,000, net income of $289,715,000, and paid Federal income taxes of $79,019,000 and dividends of $97,603,000. The income tax statements, which had included receipts of $146,832,000, losses of $14,636,000 and dividends of $419,000. These figures cover all branches of the industry.

Production Returns 1950

For production on 347 titles, there were 1,003 returns, of which 371 were no net income. The 371 firms reported receipts of $1,101,444,000, net income of $283,017,000 and dividends of $44,897,000, and dividends paid out $53,549,000. The 473 production firms with no net income showed receipts of $88,726,000, defects of $12,006,000 and dividends of $289,000.

Exhibition filed 3,889 returns in all, of which 3,044 showed net income, with receipts of $825,923,000, net income of $151,134,000, Federal income taxes of 871,000, and dividends paid out of $44,084,000. Another 217 returns were from exhibition firms with no net income, and 134 firms reported receipts of $35,106,000, of which $42,600,000 and dividends of $130,000.

Interesting sidelights

From the 4,605 returns from active exhibitors in all branches of the industry, the U.S. Treasury report itemized some interesting sidelights: They received $32,809,000 in dividends from domestic corporations and another $6,177,000 in dividends from foreign corporations; officers were paid $23,140; rentals, $101,580; advertising, $32,809,000, and spent in advertising, and in addition to the $89,522,000 of dividends paid in cash and assets in excess of their own stock, they paid dividends in their own stock amounting to $1,165,000.

France-US Talks (Continued from page 1)

realized here that the U.S. wants to be constructive.

Discussions in November are likely to cover three main points: the Tonne Tax, the screening of French films, and the licensing system. The feeling here is that France, while she has a right to protect her film industry in view of prevailing unemployment, is not using it with her three lines of defense.

Receiprocity Rules

U.S. film industry interests here agree that, in return for concessions, America will have to make a gesture which will give the French a helping hand. Indeed, the preliminary talks are being held for the purpose of examining this ground.

It is not yet certain whether Eric Johnston, Motion Picture Association of America president, will come to France for the negotiations. When he was here some time ago he just missed seeing Robert Schuman, but did see the governor of the Banque de France.

WANTED

16mm or 35mm Film Inspector. Attractive offer. Write Box 444, M. P. Daily, 1270 Sixth Ave., N. Y. 20, giving experience and telephone number.
"Sorry, all our baby sitters are tied up—there's a Companion-approved movie in town!"

When a Companion-approved movie comes to town, there's always a rush for baby sitters because mother is sitting pretty—at her neighborhood theatre. It happens time and again—and that's one reason why the movie-makers invest more money in the Companion than in any other monthly magazine*!

*Except of course the fan magazines!
UNIVERSAL-INTERNATIONAL PICTURES
Inter-Office Communication

TO: STUDIO EXECUTIVE OFFICES
FROM: SALES DEPARTMENT
SUBJECT: "HARVEY"-PROD. #1636

PROGRESS REPORT #4

HARVEY SNEAKED AT LOEWS 72ND ST., NEW YORK, TO TYPICAL MOVIE AUDIENCE. REACTION EXCELLENT! SPONTANEOUS APPLAUSE GREETED TITLE WITH FURTHER APPLAUSE AND SUSTAINED LAUGHTER ALL THROUGH PICTURE AND AT FINISH. CIRCUIT HEADS AND BUYERS IN ATTENDANCE ENTHUSIASTICALLY GAVE PICTURE TOP RATING AS AUDIENCE AND BOX OFFICE ATTRACTION. HARVEY UNQUESTIONABLY GREATEST PROPERTY IN U-I HISTORY!
**Early Late Show Leads**

**Ballot by 81%**

**New Queens Plan Goes Into Effect Oct. 1**

The moviegoers of Queens have spoken: their ballots are in! The special “election” which has been conducted in the theatres of Queens during the past two weeks has resulted in a landslide majority for the proposed new “EarlyLateShowPlan” in weekday nights. The committee representing 51 theatres announced that 143,000 ballots, at a cost of $115,850, or 81 per cent, were in favor of the plan, which means that, beginning Oct. 1, the last complete inves- tigatetion every night, except Friday and Saturday, will begin in all Queens theatres between 8:00 and 11:30. According to many theatre manag- ers, the plan has many beneficial as- sets which will increase the pleasure.

**Center Becomes TV Theatre Tonight**

The 3,400-seat Center Theatre in Rockefeller Center, “little sister” to Radio City Music Hall, will be opened tonight by National Broadcasting Co., as the world’s largest television theatre.

Remodelling of the theatre interior, now nearing completion, will eliminate the several hundred auditorium seats to accommodate stage changes and the contemplated closing of the third bal- cony, which will eliminate another 500 seats, leaving a total available for audiences of about 2,700.

**Lewis, Martin Will 'Never Do It Again’**

BUFFALO, Sept. 24.—Comedians Jerry Lewis and Dean Martin, now performing as a double act in the Paramount Theatre, on Friday, issued the following statement to the press: “We have returned from a tour and have received copies of exhibitors’ telegrams complaining about our appearance on another evening, Oct. 17, in the TV sketch of attendance at a movie theatre.

**‘Irish’ Games On Screen TV**

All home football contests of Notre Dame will be shown on theatre television by three theatre circuits in arrange- ments completed by Notre Dame University, represented by Leslie G. Arries, director of sports for DuMont Television, and the circuits, represented by Nathan L. Halpert, were announced at the weekend by S. H. Fabian, president of Fabian Theatres. Fabian, Century and American Theatres; the- atres which will carry the games on television, are Fabian’s Fox, Brooklyn; Fabian’s Palace, Albany; Century’s Commodore, Brooklyn; Century’s, Queens Village, L. I.; and American’s Canal, Jackson Heights.

The games will be originated from South Bend by DuMont and will be sponsored by the Chevrolet and Chev- rolet dealers. The five contests include Notre Dame against North (Continued on page 2).

**FCC Okays Relay For Theatre Show**

WASHINGTON, Sept. 24—The Fed- eral Communications Commission has advised Michigan Bell Telephone Co. it has no objections to the phone company using its common-carrier facilities to relay telecasts of Big 10 football games into Detroit theatres.

The Commission made its decision Friday, after Michigan Bell had asked for an advisory opinion as to whether last year’s FCC decision against granting special radio frequencies for relaying theatre television programs also extended to the use of common carrier facilities.

As far as could be determined, TT.

(Continued on page 3).

**JOHNSON Aids ‘BROTHERHOOD’; DEPINET TO SERVE ‘CRUSADE’**

Eric Johnston, president of the Motion Picture Association of America, has been named general chairman of the “Brotherhood Crusade,” to be nationally observed next Feb. 18-25 under the sponsorship of the National Confer- ence of Christians and Jews. It will be announced by Dr. Everett R. Chlinky, NCJ president.

Johnston said he accepted the post “as a chance for solid sportswear when it counts the most,” adding: “We talk about building bridges of brotherhood around the world in an- swer to the Communist pretensions.

(Continued on page 3).

At the request of Lucius D. Clay, national chairman of the “Crusade for Freedom,” Ned E. Depinet, RKO president, has joined the national committee and is also acting as gen- eral chairman for the participation in the campaign of all RKO theatres.

Leon J. Bamberger is acting as co- ordinator with Depinet, Others who will be active in the Crusade include Garret Van Wagner, in charge of RKO’s home office drive, assisted by Robert Goldman and Harold New- comb; A. A. Schubart, handling ex- changes; Harry Mandel in charge of

(Continued on page 3).

**Columbia To Hold Parley**

Columbia will hold a three-day division manager’s meeting here at the Hotel Warwick, Wednesday through Friday, it has been announced. The meeting will be division managers, managers of unsu- pervised branches and a representative of Columbia’s Canadian affiliate, as well as office executive salesperson.

High on the agenda of the meetings will be discussion of sales and liquidation plans for forthcoming Columbia product, as well as detailed examination of sale conditions in the various territories as reported by the division managers.

(Continued on page 3).

**New Monetary Pact Terms Set in London**

May Be Signed Here by Wilson or Somervell

BY PETER BURNUP

LONDON, Sept. 24.—All provisions of the new sterling conversion agreement between the British government and the American film industry have been agreed upon, with only the phraseology of an ex- planatory preamble remaining to be approved, trade and government of- ficials state.

The agreement will be made effective Dec. 1, scheduled, even in the event that the term- inological differences are still un- settled as of that day, by Board of Trade officials state.

The document comprises the agree- ment for the basic $17,000,000 remittance for the next year, plus the bonds for production and dis- tribution.

(Continued on page 3).

**Auten and Hoffman Form Ballantine**

Ballantine Pictures Corp., has been formed by Capt. Harold A. Auten, to im- port foreign films for exhibition here. George Hoffman, exhibition and dis- tributon executive, is associated with Auten in the new venture.

The new company will specialize in handling pictures of unusual theme and roadshow-type attractions. Auten recently headed the roadshow depart- ment of United Artists. In associ- ation with Paul Lazarski, Jr., former chief sales executive of UA, Auten handled the special engagements of J.

(Continued on page 2).

**Aboaf Named A VP And an Aide to Daff**

Appointment of Americo Aboaf as vice-president of Universal Interna- tional Films, foreign distributor of U-I pictures and J. Arthur Rank productions, was announced at the weekend by Alfred E. Daff, head of foreign operations. At the same time Daff disclosed that Aboaf will func- tion as his principal aide.

Widely traveled and speaking many languages, Aboaf started his film ca-
Personal Mention

CHARLES SKOURAS, National Theatres president, arrived in New York from Washington on Friday night to spend a weekend of golf at Westchester Country Club, will leave for the Coast in a day or two.

LEON J. BAMBREGER, RKO Radio sales promotion manager, is enroute to Kansas City to speak at the conclave of Kansas-Missouri Theatres Association, tomorrow and Wednesday.

**FIN HIGHT** Hollywood feature player, is back in New York sounding out names for his next film. He paid a visit to Quigley Publications offices at the weekend.

GAIL SULLIVAN, Theatre Owners of America executive director, is due back here today from Washington.

LEON D. NEETER, Jr., national sales representative of the Alco Co, has returned to New York from Chicago.

**JACK RIEGER** of Trinity Productions, left here yesterday for Hollywood.

Shutt to Telenews Washington Bureau

SAN FRANCISCO, Sept. 24—Charles E. Shutt, manager of the Telenews Theatre here, has been appointed bu-reau manager of Telenews Productions, the production arm of the Shutt Film Foundation, operated by Alfred G. Burger, president, announced.

Shutt will arrive at the New York time office early. The picture will move to the Washington bureau in November. He will be replaced in San Francisco by John Parsons, Telenews manager in Oakland, Calif.

Cunningham Joins F-c-and-B Agency

Richard J. Cunningham, motion picture production executive with RKO Pathe for seven years, resigned on Friday to join Foote, Cone and Belding in Chicago.

Cunningham will work with the advertising agency's television, film and film commercials departments. Making his headquarters in Chicago, he will travel also to Holly- wood and New York.

Krumgold Wins Award

Joseph Krumgold, Israeli-American producer, has been awarded first prize in the Biennale Film Festival in Venice for his American entry, "Shipbuilders of Essex," in the documentary category. The picture was produced for the U. S. State Department.

$7,000 for 'Sunset' Opener

BOSTON, Sept. 24—Paramount's "Sunset Boulevard," starring Gloria Swanson and William Holden, opened in its opening day at the Metropolitan The-atre, at the weekend, according to the theatre.
CBS Leases 4th for TV

Columbia Broadcasting has leased, for a five-year period, Loew's Lincoln Square Theatre on Broadway at 67th Street, New York. The studio demands of the network's expanding fall television program schedule.

The "pure," which will be used primarily for variety and musical shows requiring auditions, will have a capacity of 750. It represents the fourth theatre acquisition by CBS in the past three months. The others are the following: (1) The New York State Minimum Wage Board for the Amusement and Entertainment Industry, which State Industrial Commission President, Edward Corsi, is to hold here on Friday was postponed indefinitely. Reason given was "pressure of other business," which Corsi, who is running for mayor of New York City on the Republican ticket.

Exhibition and labor representatives already have expressed their opinions of the recommendation at meetings which were held recently in Albany and New York. Of course the exhibitors spoke against the recommendation. The hearing, however, while spokesmen indicated satisfaction them.

New U.K. Pact

(Continued from page 1)

of movietone. First, the greater majority of the audiences will be able to enter theatres at time to see pictures from the beginning. Under the present-day, well folks arrive in the middle of the main feature, must sit through the associate feature, then pile the children from the film from the middle discloses the climax," points out Ernie Emerling of Loew's, director of the program campaign, who adds: "Of course of the movies after midnight makes it impossible to obtain a proper night's rest. The same condition prevails among high school and college students who often must forego movietone, because of early opening school attendance.

Emerling's sentiments, it seems, are supported by facts. The "Early Last-Show Plan" will be extended to two Westchester communities, Mt. Lebanon and York, including Loew's and RKO-Proctors in Mt. Vernon, the Park Hill, Stroud, Locy and RKO theatres in Yonkers.

Aboaf Named a VP

(Continued from page 1)

career in 1925 with Paramount in London. From 1925 to 1938 was general manager for Paramount in Italy and also in the Middle East. During his tenure in Italy, he established 11 branches and introduced a number of production facilities. Aboaf joined Universal in 1939 as home office representative for Italy, Spain and Portugal. In 1946 he was named Latin American supervisor.

Columbia Parley

(Continued from page 1)


Review

"I'll Get By"

(20th Century-Fox)

THE phrase, "Never a dull moment," has become somewhat worn around the edges, but before it is consigned to limbo it should be spelled out in bold letters and there are any and all references to 20th Century-Fox's latest Technicolor musical.

The exhibitor who is seeking sparkling gay, delightfully swift, subtly smooth entertainment for his patrons will find it here. Moreover, he will find a fine lot of merchandise for the picture. June Haver, William Lundigan, Gloria De Haven, Dennis Day and Harry James top the roster, and as "bonnes" there are Jemmie Crain, Dan Dailey, Victor Mature and Reginald Gardiner who play themselves in guest appearances that are neatly dovetailed with the light, bozzy story by Robert Ellis, Helen Logan and Pamela Harris.

We are indulging all due credit to the aforementioned, to the splendidly fashioned screenplay by Mary Loos and director Richard Sale, and to the top-notch editing job of J. Watson Webb, Jr., the fact remains that it is the picture, with its merchandising of the picture, June Haver, William Lundigan, Gloria De Haven, Dennis Day and Harry James top the roster, and as "bonnes" there are Jemmie Crain, Dan Dailey, Victor Mature and Reginald Gardiner who play themselves in guest appearances that are neatly dovetailed with the light, bozzy story by Robert Ellis, Helen Logan and Pamela Harris.

In the addition to the title number, the film contains some 14 former hit tunes, all of which originated in 20th-Fox pictures. They're worth mentioning: here—You Make Me Feel So Young," "I Got Gal in Kalamazoo," "Deep in the Heart of Texas," "You and I," "On Fifth Avenue," "MacNamara's Band," "It's Been a Long, Long Time," "I've Got the World on a String," "Takin' a Chance on Love." These are scattered throughout the picture, and five or six of them are ballyhooed along the way.

The film is the outgrowth of plans of songwriters Lundigan, Day and Steve Allen, the romance of the first two with the singing sister team of Haver and De Haven, and touches on events of the last week before the times listed with a wealth of gagged-up dialogue, most of it embodied in Miss De Haven's lines during her comical romance with Day.

For a summary of this review production from William Perlberg, it that "I'll Get By" will do very, very much more than "just get by" at the running time, 83 minutes. General release.

Charles L. Franke.

Early Plan

(Continued from page 1)

Center to TV

(Continued from page 1)

NBC has leased the house from Rockefeller Center, which operates the Music Hall, for three years with options to renew. The first simulcast program from the theatre will be "The Voice of Firestone," with the New York Firestone orchestra conducted by Howard Barlow, this evening. Mayor Vincent Impellitteri will attend the dedication ceremonies. The only other TV program definitely set for the theatre is the Ed Wynn Show but day-by-day booking and others are expected to be added rapidly.

The theatre has elaborate stage facilities of which no one seems to have been found in the Music Hall. The Center was opened in 1932 as a film theatre but the policy was found to conflict with the Music Hall and films were discontinued.

Columbia Theatre

(Continued from page 1)


Split of RKO, Reade Seen

Trenton, Sept. 24—Superior Court Judge Wilfred Jayne is expected to set a date within the next few weeks for the trial on the dissolution of the RKO-Walter Reade partnership in Trenton-New Brunswick, in New Jersey. Other charges of bribery of a public official, as well as the possibility of an additional plea of self-defense, will be tried at the same time.

The trial will determine whether final arguments in the case expired last Friday, Reade, who rejected RKO dissolution proposals, is expected to take an appeal from a decision of the Superior Court, which was out-of-court negotiations with RKO thereafter. Reade has maintained that stock in the circuit should be sold by RKO at book value. The latter has offered to buy out or sell to Reade at the considerably higher market value.

With the offer rejected, Reade petitioned the court to order the dissolution, as required by its Federal consent decree in the government anti-trust suit.

Ned Depinet

(Continued from page 1)

RKO Theatres' participation, aided by Mr. Morris; George Roman, chairman at RKO, and Walter Reade, the RKO producer, and Gordon E. Youngman, in charge at the Hollywood studios.

Starting with a personal message from Depinet to every RKO circuit, a concerted effort will be made to handle, every and every one sign one of the Freedoms Bell which will be permanently enshrined in the base of the Freedom Bell in Berlin. Those who wish to do so may make a voluntary contribution to Radio Free Euro- pe, the American people's broadcasting station in Western Berlin, which daily pieces the freedom to the Germans, answering Communist propaganda. For the campaign, which is being conducted by the city-wide campaign across the country. The dates for enrollment in the RKO exchanges and theatres throughout the country will be set to coincide with the dates for the general campaign in those cities.

Eric Johnston

(Continued from page 1)

and that's a splendid vision. But Brotherhood begins on a man-to-man basis here at home and not a mass-to-man basis across the oceans. With- out that footing, it is idle talk and an empty vision.

Directing his attention to the American scene, Johnston contrasted that "we can't afford to blind ourselves to the disturbing and undermining racial and religious antagonisms in America. They will defeat our good intentions for a world brotherhood until we cast aside them and live as brothers in our states, communities, schools and homes—not for a single week in any year but day by day and year by year.

Mr. Johnston was born in Washington, D. C., on December 21, 1895, and served as a captain in the Marine Corps, was detailed to the United States Legation guard at Peking, China. As chairman for "Brother- hood Week," Johnston succeeds former chairman Harold E. Stassen, and John Gilbert Winsor.
...And Twentieth will maintain the industry's hottest pace from now on with THREE QUALITY PICTURES a month!

NO WAY OUT
MISTER 880
ALL ABOUT EVE
I'LL GET BY
(Technicolor)
TWO FLAGS WEST
THE FIREBALL
THE JACKPOT
(Jimmie Stewart hits in this one!)
AMERICAN GUERRILLA
IN THE PHILIPPINES
(Technicolor)
FOR HEAVEN'S SAKE
(That BELVEDERE Man's Best!)

IT'S AN ALL-HIT CELEBRATION!

Branch Managers' Testimonial
Sept. 3—Dec. 30

Like BUSINESS!
THE PICTURE THAT MAY SAVE YOUR LIFE!

Today's Timeliest Short Feature IS HERE!

All over America, people are talking, thinking, wondering — what will happen, what to do, how to face it, if humanity's most fearsome threat — the A-Bomb — comes to them! This is the picture that dramatically shows what to do — and not to do! Timely as the latest news bulletin from the fighting front! Advertise it! . . . Exploit it! . . . Publicize it! — as both an exciting property, and an important service to your community!

"YOU CAN BEAT THE A-BOMB"

Produced by
EMERSON FILM CO. and
CRYSTAL PRODUCTIONS, INC.
Distributed by
RKO RADIO PICTURES, INC.
Big 10' Games For Theatre
TV Okay: FCC

Clariies Ruling for Bell System Facilities

WASHINGTON, Sept. 25—Two decisions by the Federal Com- munications Commission today and Fri- day should remove any doubt that common carriers can use their facil- ities to pick up and relay sports and other events for theatre television, Commission officials said.

Last fall, the Commission issued an order saying it would not grant any new, special temporary radio frequen- cies for commercial theatre television until it had conducted and decided the overall theatre TV proceedings. At the time, everyone assumed this meant it would shut down all these TV carriers, with existing facilities and chan- nels already assigned, to pick up and relay telecasts into theatres. But some question arose on this interpretation, and the Commission was asked to clarify its ruling by Michigan Bell Telephone Co. and Illinois Bell Tele- phone Co., which have made arrange- ments to relay Big Ten football games into theatres in Chicago and Detroit.

On Friday the Commission gave Michigan Bell special permission to (Continued on page 6)

New 30% U.K. Quota In Effect Sunday

LONDON, Sept. 25.—Britain's new 30 per cent quota will go into effect for one year next Sunday with a highly uncertain outlook.

The practicability of the new quota will be conditioned of course by the future run of production here. Official statistics show that in the 12 months ended March 31, last, 81 Brit- ish first features were registered with the Board of Trade. From April 1 (Continued on page 6)

All Segments of Industry Favor Arbitration: Levy

RKO Pathe to Film Tomorrow's Fight

In agreement with the Madison Square Garden Corp., here, RKO-Pathe, will cover the Joe Louis-Ezzard Charles world's heavyweight champion- ship fight tomorrow night at Yankee Stadium, using seven camera crews.

Arrangements were set by Nature Fresh, sweep with the De- Garden Corp.; Harry J. Michaelson, president, and Jay Bosfield, vice-president of RKO-Pathe, and Robert Mochrie, vice-president, and Sidney Kramer, short subject sales manager of RKO Radio.

Boston Tops $6 Million Mark in Seven Weeks at Hall

A smashing seven-week gross of more than a million dollars is reported for "Boulevard" at Radio City Music Hall here with the final week of the longest run of any picture since June, 1948, expected to reach $120,000. On Thursday, "The Glass Menagerie" bowed in with a new revue, produced by Russell Mar- kert on stage.

"Sunset Boulevard" started its million-dollar run at the music Hall on Aug. 19, chalking up a record-breaking initial week's gross of $106,000, which was matched in the second week. Other weekly totals were (Continued on page 6)

Skouaras Talks with D. of J. Resumed

WASHINGTON, Sept. 25.—Charles Skouaras, National Theatres president, returned here today to resume theatre negotiations with the De- partment of Justice, following a week- end in New York.

Skouaras and National Theatres' at- torneys accompanying him, declined comment on the conferences which started early last week. However, it is believed that an agreement on dis- verseitl is being sought in advance of final negotiations by 20th Century- Fox, parent company of National The- atres, for a consent decree ending the government anti-trust suit against the company.

SIMPP Hits Practices Under Decrees

Arnall to Expose 'Closed Situations' to D. of J.

By CHARLES L. FRANKO

Balked at the "number of closed situations" it has found prevailing, and the "deterioration" of the independ- ent producer's position under many trade practices within the frame- work of the industry anti-trust suit, the Society of Independent Motion Picture Producers is preparing to take action to bring about a correction of these adverse factors.

Making this disclosure here yesterday following his return from Atlanta and Hollywood, SIMPP president Ellis G. Arnall indicated that he will con- fer with Department of Justice officials in Washington on these subjects in the near future.

Arnall declined to discuss specific "cases and facts" in this connection. He said, however, that while SIMPP is "not dissatisfied" with what the government has achieved under the industry anti-trust suit, the organization has concluded that "the decrees have not gone far enough."

"There is," Arnall declared, "an (Continued on page 7)

Arnall, SIMPP Sales Heads Meet Thurs.

Members of the Society of Independ- ent Motion Picture Producers' East- ern distribution committee, which is headed by James Mulvey, Samuel Goldwyn Productions president, will meet with SIMPP president Ellis G. Arnall at a luncheon at the Hotel Warwick here on Thursday for a gen- eral discussion of affairs relating to distribution of independent product.

Arnall returned to New York yester- day. (Continued on page 7)

Complacency: Taxes All Industry: Richey

DETROIT, Sept. 25.—Complacency and taxation were listed as the film industry's greatest "soluble" problems by H. M. Richey, M-G-M ex- hibitor relations head, who spoke at the opening session of Allied Theatres of Michigan's two-day convention at the Book-Cadillac Hotel here today.

"We haven't actually worked at sell- (Continued on page 7)
Personal Mention

NATE J. BLUMBERG, Universal president, returned here yesterday from Hollywood.

MARTIN STARR, Station WINS motion picture commentator, will revive his "Broadway Starr Dust," program, Tuesday, Oct. 3, covering the Broadway theatre, its opening nights and interviews with celebrities.

GEORGE MURPHY, M-G-M actor, will be the honor guest today at the Allied of Michigan convention, in Detroit, hosted by the host committee at the Kansas-Missouri TO meeting, in Kansas City, Mo.

MICKEY ANDELMAN, Devonshire Films Co. distribution head, is scheduled to arrive in Toronto from Boston this week, following which he will leave for a three-week Midwest tour of franchise holders.

MAX YOUNGSTONE, advertising-publicity vice-president of Paramount, has returned to New York from the Coast.

R. J. O'Donnell, Theatre Owners of America convention general chairman, is in New York from Dallas.

SILAS F. SEALER, M-G-M advertising manager, will return here from the Coast today.

MOE KERNAN, president of Famous Films, has left here for Detroit and Chicago.

DAVID O. SELZNICK was due here last night by plane from Europe.

UA Planning Meet Here Still Pending

The United Artists management meetings, which company spokesmen indicated would continue into ensuing days, after the initial conference last Wednesday, will now not take place in recent days in any formal sense.

Meanwhile, Charley Chaplin and Mary Pickford are reported still in New York, from Hollywood.

UPT Business Meet Will Start Today

POCOON MAXOW, Pa., Sept. 25—United Paramount Theatres' home office officials, operating executives and partners arrived here today for their annual conference which opens at the Pocomo Manor lun tomorrow. Leonard Goldstein, UPT president, will preside at the meetings. Business conditions, product outlook and operational affairs will be discussed.

Jack Ellis a Songwriter

Jack Ellis of Ellis Films here, wrote the score for "King Solomon's Mines," recently released by M-G-M. His ASME record called "Let's Go Out To The Movies," to be released on September 25. The record will be played at the Alliance convention on Oct. 2 in Pittsburgh.

Review

"King Solomon's Mines" (Metro-Goldwyn-Mayer)

Hollywood, Sept. 25.

SHOWME have a two-lane approach to their customers in behalf of "King Solomon's Mines.

Ours is a four-lane approach, large and favorable mention of all the great wild-animal picture films in the past half-century (and on this tack an exhibitor has the support of the trade truism that no wild-animal picture ever lost money) to an outright guarantee that this is far and away the greatest. By virtue of the lines to Deborah Kerr and Stewart Granger as co-stars in a flamboyantly colorful of a romantic adventure story by the famously flamboyant H. Rider Haggard.

Mollie and Pettigrew, two of the ivory hunters, has added to the suspense and a counterplot that the picture was made in Africa by the most completely equipped production unit ever sent into that continent; that it was filmed with the full cooperation of the British government and that the story sweeps through the African bush and warrants that company a special award of some kind next time the awards season rolls around.

In short, the exhibitor has here a wild-animal picture par excellence, plus a wild-people story and a name cast, or a famous story and a name cast plus a wild-animal picture par excellence, an anomaly by routine standards that is likely to prove a handsomely profitable one in cities and towns alike.

The camera opens on breathtakingly beautiful shots of Africa and shorty jerks observers to upright attention upon the shooting down of a big-game elephant by big-game hunters, who receive no glorification for the killing. The picture then produces Granger as a famous jungle guide who is tired of it all and has decided to retire, and Miss Kerr as a British lady of great wealth seeing her husband, last known to have gone into the jungle some years previously, and desiring of engaging Granger to lead a safari in quest of her husband.

He changes his mind and agrees to lead the safari. From there on the picture deals with the dangers they encounter, first from the wild life and later from fellow hunters, who, like the elephants they shoot, also want the absent husband. They also find the absent husband, Miss Kerr and her skeleton, and that makes things cozy for Granger and Miss Kerr, who have fallen in love on the way. An essentially simple, but sufficient, story.

The incident in the picture which everybody will talk about, in the preview, indicating everybody everywhere will be doing likewise when the picture gets around, is a wild-animal stampede in which literally thousands of beasts of a variety of species dash furiously down a straight, hard road. Nothing like it has ever been witnessed by anyone living to describe it.

Production is by Sam Zimbalist, direction by Compton Bennett and Andrew Maloney, and the script by Helen Deutsch, all of whom rate bows from the waist.

Advance 'Cyrano' Premier a Week

The New York premiere of Stanley Kramer Productions' "Cyrano de Bergerac" has been advanced from Nov. 23 to Nov. 16 at the Bijou Theatre. It will play with a two-day, reserved seat policy at $2.40 top. The same policy will prevail at the Roxy, Los Angeles, where it will open on Nov. 21.

World premiere of the picture will be in Puerto Rico, birthplace of Jose Ferrer, its star, on Nov. 15. Press representatives will be guests of the company at the premiere. The opening dates were set in conferences now under way here between George Glass, Kramer Productions' vice-president; George Schaefer, sales head, and Myer Beck, publicity representative.

Tomkin to Do Two

Hollywood, Sept. 25.—Dimitri Tomkin, managing director of the Windy City Pictures Corp., to compose and conduct the music for two Howard Hughes productions, they are "The Thing," based on a short story by John Campbell which goes before the cameras Oct. 1, and "The Big Sleep," on the course by A. J. Burton.

Skouras Asks Films To Educate Public

The production of pictures which will further educational public was urged by Spyros P. Skouras, 20th Century-Fox president, in a talk before forecammere at the Century yesterday. The occasion was a special showing of the new educational film, "Brooked Arrow," to be used in schools.

Skouras declared that "we in the motion picture business are very conscious of the influence of our instrumentality in enlightening the world though we are principally in the entertainment business. We must discharge our responsibilities by attempting to produce pictures which will further educate the public.

He also cited the film.

William D. Canning, 41

Boston, Sept. 25.—William D. Canning, 41, manager of the Empire Theatre in Fall River, died in the theatre box office today. He and his wife, Miss Phyllis L. Thomas, business manager of Yamin's Theatres circuit in Fall River. Doctor Thomas E. Boylan, medical examiner, said Sunday that he had been ill several years with a heart ailment.

Fox Midwest Puts New Slogan Twists

MILWAUKEE, Sept. 25.—New angles to the "Movies Are Better Than Ever" campaign are being utilized by Fox in Wisconsin, with an all-out effort to bring this message before people throughout the state, it was revealed here today by Harold J. Ferguson, president of the corporation.

Among the features of the campaign are special cards given servicemen to theatres, box-office displays featuring clippings from press notices, costume dolls given theatre employees, and place-mats to be used in restaurants.

The campaign has also launched an "Every Cinema Is Better Than Ever" campaign, calling attention to the new screen installed in Milwaukee's Fox Palace. The manager invited all patrons to walk across the stage to inspect the screen and gave each person a sample piece of the new screen.

Special effort is being made in the campaign to avoid theatre managers. "Movies Are Better Than Ever" on anything of outstanding productions. Bookers have been asked to place the symbol of an "O" in their bookings, advising of an outstanding film.
Paramount’s “Union Station”
To Be Sold To Millions Thru
Huge TV And Radio Coverage

PLANS FOR AIRWAVE SELLING BELIEVED TO BE BIGGEST EVER—
AS PATTERN IS SET FOR COUNTRY-WIDE DUPLICATION

Air-selling of “Union Station” at N. Y. Paramount early in October will reach an estimated hundred million listeners from Maine to Washington and west to Pittsburgh — and will set the mold for engagements everywhere to effect the same tie-up thru the Sister Kenny Foundation.

With all major TV and radio networks cooperating, plan reaches its peak in late September and early October. Many engagements in listening area will benefit — and all dates can duplicate plan thru local radio stations and local Sister Kenny Committees.

“UNION STATION” starring WILLIAM HOLDEN • NANCY OLSON
BARRY FITZGERALD with Lyle Bettger • Jan Sterling • Produced
by Jules Schermer • Directed by Rudolph Maté • Screenplay by Sydney Boehm • Based on a Story by Thomas Walsh

NEWCOMERS ARRIVE IN “UNION STATION.”
Star-making Paramount welcomes 3 new faces, Nancy Olson, Lyle Bettger, Jan Sterling. They shine in addition to famous names William Holden, Barry Fitzgerald.
Goldwyn Will Urge 'Truth'

A nationwide newspaper and radio campaign, with businessmen taking the lead in its financing, "to awaken the people of America to active preparation for the sacrifices that lie ahead of us," will be proposed by Samuel Goldwyn in a speech, released here, to be given today in Denver.

Referring to the present worldwide crisis, which Goldwyn said "must mean either the end of our democracy," the producer asked that the "Big Lie" be met with the "Big Truth." This truth "must be set forth in dynamic terms," Goldwyn said. "It must be packaged and merchandised, if you will, to our own people. This is a responsibility in which businessmen can and must assume leadership."

Goldwyn made clear in his speech that his proposal calls for the public to provide the funds for such a campaign and that it is not related to his previous proposal that the U. S. government allot a "billion dollars to the Voice of America program."

Goldwyn in Denver for 'Edge of Doom' Opening

DENVER, Sept. 25 — Samuel Goldwyn and Mrs. Goldwyn arrived here today by plane from Hollywood for the opening on Wednesday of his production, "Edge of Doom," which will have its Western premiere at RKO Orpheum Theatre here.

Tomorrow Goldwyn will be the principal speaker at a luncheon in his honor to be given by the Rotary Kiwanis and Lions clubs of Colorado. "Edge of Doom" will also have its Southern premiere on Wednesday at the RKO Orpheum Theatre in New Orleans. Goldwyn says the film has been edited since its New York opening, with a new opening and closing added to the film.

Review

"Cassino to Korea"

(Paramount)

A BLAZING eulogy to the Allied fighting men of World War II and the current Korean conflict, "Cassino to Korea" is Paramount's contribution to the present cycle of documentaries about the blood-letting that totalitarianism has visited upon the world in the last dozen years.

This is a feature-length compilation of footage filmed under front-line fire by Paramount News cameramen and Army Signal Corps photographers, included also are captured combat films of German, Italian and Japanese origin, and sundry clips of wartime home-front events that featured Franklin D. Roosevelt, Hitler, Stalin, Mussolini, Churchill and other world figures who strode across the pages of history during the past decade.

Opening with a prelude of the average soldier, as epitomized by Medal of Honor winners Sgt. James M. Logan and Air Force weather officer David Ludlum, "Cassino to Korea" is basically a film of war at its explosive worst. The vicious fighting that took the Allied armies up the Italian boot and the crushing ruination wrought upon such symbols of civilization as Cassino Monastery are presented with consummate photographic and editing skill as the soundtrack presents an eloquent and stirring narration by Quentin Reynolds. A saddening parallel is drawn by the commentator—who emerges on the screen from time to time to underscore his soundtrack observations—between the World War II fighting and that which now has all eyes on Korea. Scenes of the Korean fighting are relatively brief and are brought in toward the end of the film. Critical meetings of the United Nations are shown as a prelude to the cold war that turned hot. Max Klein handled the script treatment, and Jackson Beck and Logan substituted for Reynolds on the narration at intervals.

Credited as producer and director respectively, A. J. Richard and Edouard Genack quite obviously have supervised the making of this film with professional know-how of the first order. But any appraisal of the picture from a commercial standpoint must rest with the individual exhibitor, his guidance being his knowledge of what his patrons want. If they want an exciting documentary about war in all its savage fury, none will be disappointed in "Cassino to Korea."

Running time, 58 minutes. General audience classification. For October release.  

CHARLES L. FRANKE

Times Hits 'Bad' Ads

As a result of a protest by the Council of Motion Picture Organizations, the New York Times has promised to tighten up on its supervision of advertising copy that unfairly deprecates the motion picture industry.

The Times policy was revealed in a reply to a complaint lodged by Arthur L. Mayer, executive vice-president of COMPO, against a Cinema 16 ad in the Sept. 17 issue of that publication. The ad read: "Every time Hollywood makes a picture, more people join Cinema 16."

In his letter to Mayer, Julius Ochs Adler, general manager of The Times, said: "The advertising department has been directed to be on the alert to avoid acceptance of the same or similar statements in future announcements of this advertiser."

Kennedy Leaves UA For US Army Post

W. Vernon (Bud) Kennedy, contract analyst in the United Artists' home office accounting department, who has also been assistant to the company's treasurer, has resigned, effective last Friday, to accept a civilian post with the procurement office of the Army Signal Corp, at Fort Monmouth, N. J.

Kennedy had been with U. A. for 17 years.
Showmen Give Over $80,000 to the UJA

Over $80,000 was raised for the United Jewish Appeal in a one-day mass telephone solicitation drive among leaders in the amusement field, the UJA headquarters here announced today.

The telephone drive was held from the offices here of Darby Balaban, in Paramount Pictures, where 18 men from 68's battery of phones. Co-chairmen of the announcements division of the UJA are Sam Rosen of Fabian Theatres Corp., and Fred J. Schwartz of Century Circuit.

Among those who participated in the telephone solicitation were, in addition to Schwartz, Ross and Balaban: Harry Brandt, Manny Frisch, S. H. Fabian, Irving Greenfield, Philip Hodes, Arthur Israel, Jr., Julius Joelson, Jack H. Levin, Charles Moss, Tom Marth, Max Seligman, Spros P. Sournas, Morton Sunshine and Robert Weitman.

Additional Time for EL Reply to FC Suit

An additional extension of time—to Oct. 6—has been sought by Eagle-Lion and its parent, Pathé Industries, for preparation and filing of answers to the complaint which Film Classics creditor-assignee Irving Kaufman has filed in the New York Supreme Court. The $500,000 action was instituted by Kaufman when it became apparent that the merger between EL and FC into Eagle-Lion Classics would not be fully completed for some time.

WAYNE COY CITES HIGHER COLOR TELEVISION COSTS

CHICAGO, Sept. 25.—Federal Communications Commission Chairman Wayne Coy predicted today that the recent color television decision might temporarily advance the cost of all TV sets.

There was no actual dollar-and-cents estimate, but Coy said he expected that the cost of placing bracket standards in future sets—as suggested by the Commission—would be about the same as the costs of adapting current sets. CBS officials say this would be anywhere from $20 to $50.

Both the FCC and industry officials have said they would expect the cost to drop as production increases.

Coy again "plugged" the CBS system and told an audience at the National Electronics Conference that RCA and Color Television, Inc., had not met the tests of simplicity or economy.

Set manufacturers have until Friday to tell the Commission whether they will include the brackets.

New Currency Trend Noted by Silverstein

There is a trend in Latin American countries toward strengthening native currency as against American dollars, Maurice Silverstein declared here.

Silverstein, Latin American sales director for Loew's International, has just returned from a 10-week tour of his territory.

The advantages of this trend, Silverstein asserted, is that it takes less local currency for the remittance of dollars.

There were few changes otherwise noted by Silverstein. American pictures are generally the most popular. Silverstein also observed that production in Venezuela is growing.

Silverstein, as Latin American sales director for Loew's International, travels extensively.

Rothafel to Fox Frisco Office

SAN FRANCISCO, Sept. 25.—Robert Rothafel arrived in San Francisco today to take over as district manager of the Fox West Coast East Bay theatres.

Rothafel, former manager of the Los Angeles district number four, replaces Fay Keeler, who returns to his former position as publicity and advertising director of the San Francisco office.

Next week, Charles Doty and Bob Weeks are scheduled to arrive from Los Angeles as bookers, replacing Jack Frazer and Jack Foley, who have been promoted to theatre managers. Peter Vigna, booker, San Francisco office, becomes assistant to George Milner, Northern California booking department chief, San Francisco.

NEWS in Brief . . .

BERNARD BARUCH, "Elder Statesman," will be an honored guest at the Motion Picture Pioneers' Mid-Century Dinner in the Astoria here on Thursday evening, Nov. 16. Baruch's acceptance was announced by Si Fabian, chairman of the dinner, and Jack Cohn, president of the Pioneers. As previously announced, Syprors P. Sounnas, president of 20th Century-Fox, was designated "Pioneer of the Year" and will be so honored at the dinner.

Metropolitan Motion Picture Theatres Association has changed from Friday to Thursday the date of its annual meeting at the Hotel St. Moritz here. MMPTA president Leo Brocher will conduct the meeting, which will feature an election of officers.

Setting of mass “plugs” for "The Jackpot," 20th Century-Fox’s new comedy about a radio jackpot winner, will be made across the country on top giveaway shows both on radio and TV. The picture will be released in November.

LONDON, Sept. 25.—Scopophagy Baird, Ltd., manufacturers of television and allied apparatus, has reported a loss of £89,100 (£242,690) for the year ended March 31, 1950. The result compares with a loss of £29,192 for the previous year.
use its microwave relay facilities to send programs from Ann Arbor to Detroit from Sept. 25 through Nov. 25. Today the FCC’s consumer bureau gave similar permission to Illinois Bell between the University of Illinois and Chicago and three Chicago theaters. Top FCC legal officials said these two actions should remove any doubt and make it unnecessary for any other companies to come in for clarifying opinions. They declared that the unions of the carriage companies could use these facilities to pick up telecasts for relaying to theaters, and the two actions add up to a policy of allowing carriers to use existing facilities and channels to pick up and relay telecast telecasts, but still requiring them to come in and ask for permission when the telecast involves the use of new facilities or channels.

Century-Fox has been most concerned about the question in connection with its proposed Century-Fox television network in Los Angeles, and has asked the American Telephone and Telegraph Co. to ask the FCC for an advisory opinion on the question for the Los Angeles situation.

We think we’d better be on the safe side, our official said. “There’s an awful lot involved, and we want to be sure.”

N. Y. Para. Meeting

(Continued from page 1)

are: Barney Balaban, Adolph Zukor, Y. Frank Freeman, Paul Raaborn and Max E. Youngstein.

Youngstein, who returned yesterday from Coast conferences, Balaban, who is due back from Hollywood today or tomorrow, and Freeman, will present the current production and promotion plans. The agenda relating to distribution problems was set Saturday at a preliminary conference held by Schwarzberg and E. K. (Ted) O’Shea. A report on short subjects and Paramount News will be made by O’Shea.

Others in attendance will be: Harold Beecroft, Martin Friedman, Arthur Dunckel, Robert Levy, Joseph Walsh, George Schur, G. Knox Haddow and Jack Roper, all of distribution. Also, Jerry Pickman, Sid Blumenstock, Mort Nathanson, Sid Mesibov and Carl Clausen of Youngstein’s department.

The following directors of managers will be present: Gordon Lightstone, Canada; Howard Minsky, Mideastern; Hugh Owen, Eastern and Southern; George A. Smith, Western; James J. Donahue, Central, and Duke Clark, South-Central.

COMPO Marks

(Continued from page 1)

representatives of all segments of the industry can now sit down and plan steps for the betterment of the whole motion picture business. Barshberg disclosed that he held COMPO and cited its accomplishments to date.

Foremost among these is the formation of the special committee and operation with the government, Barshberg said, and to be held of the meeting with President Truman when the industry’s offer of aid in the emergency was accepted.

The efforts of the committee for repeal of the 8-per cent Federal income tax, headed by Abram F. Myers, Allied States general counsel, were hailed as a special contribution of industry teamwork and a “real public relations job.”

Other COMPO activities stressed were the recent publication, plan of publication, of the booklet, “Explosings a Myth,” and the protest made by COMPO against the Dean Martin-Jerry Lewis television skit which ridiculed motion pictures.

The speech also explained how COMPO will be financed, with distributors pledged to match voluntary exhibitor contributions of 1/10 of one cent of feature film rentals. Each exhibitor was urged to voluntarily sign up for the contribution, termed by Baushberger the “most equitable and unambiguous system of financing.

There are so many advantages that made him do it, $10,000 or $12,000, to each of you exhibitors, from a well-organized and well-activated COMPO, that I cannot conceive of the motly of you, any exhibitor, being willing to bear his share when it involves such small an amount,” Bamberger said.

Allied in Traffic Drive

DETOIT, Sept. 25.—Michigan theaters are taking a front-row seat in a new traffic drive that is sweeping the state. A 30-second trailer, produced by the State Safety Commission, is being shown throughout the state.

‘Boulevard’ Crosses High

(Continued from page 1)

$161,000 for the third week, $163,000 for the fourth (Labor Day weekend), $154,000 for the fifth week, $112,000 for the sixth week, with this week’s take estimated at $125,000, the total for the Dean Martin-Jerry Lewis TV show.

The Music Hall has grossed a million dollars with six other films in the past, but in each case the run exceeded 18 weeks. This week was a number of long runs due to be replaced this week. Opening strong at the Paramount was “Three Little Words” with $22,000 take for the first two days, Wednes- day and Thursday, was reported. Tony Pastor and orchestra head the stage ball, with the Five De Marco Sisters, Saul and Sonny and Myron Cohen also appearing.

Another good opener is “Pretty Baby” at the Strand, with $25,000 to date and the weekly take substantial $45,000 due for the week. The Weavers, the Three Stooges and the Harvest Moon winners top the stage this week. “My Blue Heaven” is still doing well at the Roxy, with $70,000 for a second week; Mindy Carson and Annette Funicello’s “1,000 Ways to Die” will be replaced with “Mister 880” on Fri- day. “Summer Stock” at the Capitol is holding over with $40,000, while “Good Times” at the Capitol is $50,000.

“Three Little Words” is holding up nicely at the Loew’s State, with $15,000 in a second week and final taking of $80,000 for the week. “The Sleeping City” is down at the Old Orchard, opening with $23,000 for the week. “Treasure Island” is up slightly at the Mayfair—$18,000 for a sixth week is satisfactory. Still very good in its ninth week is “Our Very Own” at the Victoria, where $16,000 is expected. At the Astor, “Edge of Doom” is up $14,000 for an eighth week—a pleasant rise from the week before.

A British importation, “Good Time Girl,” opened on Friday at the Globe and is expected to do a nice $15,500. At the Bijou, “Red Shoes” started Tuesday. Head of the Mayfair in sight. “Madeleine,” in its fourth week at the Park Avenue, will show about $4,000, which is only moderate.

COMPO Warns TV

(Continued from page 1)

Hill, the American Association of Advertising Agencies, the National Association of Manufacturers, the American Association of Retail Drugists, as well as members of the boards of National Broadcasting and Colgate-Palmolive, one of the sponsors of the on- going telecast.

In letters to officers and directors ofColgate, the Four A’s, NAM and USCC, Arthur L. Mayer, COMPO’s executive vice-president, warned: “As you will see from reading the script of this telecast, this treatment of, I believe, one of the most important fields of current advertising is one of the most interesting fields of current advertising is one of the most interesting, most eye-catching and most valuable that the radio and television advertisers have ever had.”

Mayer said that in the meeting: “It appears that since the 1946 decision in U. S. v. Paramount et al., complaints have become more vocal and of a nature that can have a serious effect on any and all and about anything of current interest. There would appear to be, however, no lessening of enthusiasm for the purpose of the telecast, if it were initiated by exhibitors, or others, and found to be satisfactory,” according to Levy.

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New U. K. Quota

(Continued from page 1)

to Sept. 9 another 33 registrations were made, the first 33 having been completed as yet, with 15 others in production. It is regarded as barely sufficient to meet the quota.

However, the new convertibility agreement with the American industry also is scheduled to become effective next year, and provisions are expected to encourage some American production or production investments here, which may change the quota picture slightly. However, even J. Arthur Rank reported some of his exhibitors as unable to meet the ex- piring 40 per cent quota, leading to the belief that there will be abundant defaults among independent exhibitors.

FOR QUALITY OF WORKSMANSHIP

Look For This Label

PHOTOGRAPHED BY MEMBERS OF LOCAL 644
Danish Receipts Up, Despite 60% Tax

Copenhagen, Sept. 29 (By Aarnall)—The first half of 1950 has shown a steady gain at the box-office, but the progressive 60 per cent admission tax still poses a thorny problem for the trade. However, there have been reports of 25 per cent for showing Danish product and this has helped the producers here. During 1949 they released 10 pictures.

SIMPP Hits

(Created from page 1)

area of local monopolies that have got to be pulverized.

The Society has seen evidence of the anti-trust suit brought by SIMPP against United Artists before the Federal Court. To date it has been marked by a number of pre-trial examinations, but it has not come up for formal hearing.

Aarnall said he conferred during his visit with producers' attorneys about the situation. He joined Robert Rubin, former SIMPP counsel, who has been handling the litigation, still is on the Coast discussing the actual with the SIMPP producers. Rubin's future status with SIMPP in this connection is undecided, but it is possible that he will be retained by the organization as special counsel.

While on the Coast, Aarnall found independent production and independent producer prospects "on the up-beat."

The SIMPP president will remain in New York until he "catches up" on work that he accumulated here in his absence. He, Samuel Goldwyn, and Production president James Maltby are working with the Motion Picture Association of America on perfecting the ratified Anglo-American remittance agreement which expire in 1952. The pact will be put in force on Oct. 1, as planned. He said that "we may not have the final documents here at that time," but it will be effective on Oct. 1, with British Board of Trade president Harold Wilson or another member of the BCT coming here later to formally sign the documents.

Meanwhile, SIMPP has the German situation to concern itself with. The German motion picture interests, Aarnall said, want to do business with the American industry as a unit, and now it is apparently up to the Americans to agree among themselves as to what shall constitute a unit.

Aarnall, SIMPP Meet

(Continued from page 1)

Richey Hits Complacency

(Continued from page 1)

Only by having your state thoroughly organized with data, arguments, pressure and 'minute men' to rally to the affected area can you hope to keep away from unfair taxation or unfair legislation.

Rembusch Supports COMPO Strongly

Detroit, Sept. 25—Strong support for the Council of Motion Picture Organizations, the SIMPP, came today from True

Meanwhile, Aarnall said the SIMPP "is going to turn and press its Detroit litigation." This is the anti-trust suit brought by SIMPP against United Artists before the Federal Court. To date it has been marked by a number of pre-trial examinations, but it has not come up for formal hearing.

Aarnall said he conferred during his visit with producers' attorneys about the situation. He joined Robert Rubin, former SIMPP counsel, who has been handling the litigation, still is on the Coast discussing the actual with the SIMPP producers. Rubin's future status with SIMPP in this connection is undecided, but it is possible that he will be retained by the organization as special counsel.

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Aarnall, SIMPP Meet

(Continued from page 1)
Grow with the institution represented by

CARL POST

that in its youth handled press relations for:

Screen Directors Guild of America
Bendix Aviation (Radio Program)
Perlberg and Seaton (Films)
War Production Board (Special Assignment)
Director King Vidor
Director Gordon Douglas
"Gun Crazy" for United Artists
"Girl In My Heart" for Allied Artists
"Admiral Was A Lady" for United Artists
Radio programs for the Compton Agency
Radio programs for Kenyon and Eckhardt
Radio programs for McCann-Erickson
Duke Ellington
Harry James
Andrew Stone Enterprises
Roxbury Productions
Union Oil Company
Director Joseph Lewis
etc. . . .
**$979,171 Net For Universal In 39 Weeks**

Universal Pictures Co., Inc., yesterday reported a consolidated net profit of $979,171 for the 39 weeks ended July 29, 1950. This compares with a loss of $775,018 for the corresponding 39 weeks of the previous fiscal year.

No provision for Federal income tax was required for the 39 weeks ended last July, because of an offset against current income for tax purposes, of interest paid and other charges incurred in connection with the determination during the current fiscal year of the company's claim for relief under the pertinent provisions of the Excess Profits Tax Law in effect during World War II.

The company recently refinanced.

**National Contest to Name New Stars Up to COMPO**

The executive committee of the Council of Motion Picture Organizations will consider at its next meeting the advisability of COMPO sponsoring the “Star Makers Contest,” which was originally proposed by Leonard Goldenson, United Paramount Theatres president, as an institutional industry activity.

The proposal will be presented by Ned E. Depinet, COMPO president, and Arthur L. Mayer, executive vice-president, without personal endorsements but as meeting the serious consideration of the executive group. No date has been set yet for the COMPO meeting, but there is a possibility it may be held around the middle of Oct.

**Halpern Predicts TV In 10,000 Theatres**

KANSAS CITY, Sept. 26—Predicting that "eventually some 10,000 theatres or more across the country will have TV equipment, making live television the handmaiden of motion picture film attractions," Nathan Halpern, Theatre Owners of America television consultant, reported today to the Kansas-Missouri Theatre Association on the progress of the television industry.

"There will be at least 16 theatre TV operations scheduled this fall, compared with two permanent installations at the same time a year ago," Halpern said. "There will be 12 areas with theatre TV shortly as compared only two last fall."

Referring to the telecasting of Notre Dame and the Army-Navy football game.

**Columbia’s Net for Year Estimated at $1,981,000**

Net profit of Columbia Pictures for the year ended June 30, 1950, $1,981,000, according to an estimated consolidated earnings statement released here yesterday by the company. The figure compares with $1,007,000 for the same period in the previous year.

Earnings per share of common stock was $2.58, compared with $1.08 in 1949. Operating profit was $3,451,000, against $1,307,000 for the year before. This year’s provision for Federal taxes was $1,472,000, compared with $500,000 in 1949.

**Montague to Open Sales Meeting Today**

A. Montague, Columbia general sales manager, will preside at the opening session today of a three-day sales meeting for division managers and top home office sales department personnel. The meeting, to be held at the Hotel Warwick here, will discuss sales plans.

**British Prices Up For Eady Tax Plan**

LONDON, Sept. 26—The one-penny increase in established seat prices called for by the Eady entertainment tax plan to help finance British production has been placed in effect without loss of attendance or other visible form of public protest.

The only inconvenience noted to date is the trouble visited upon boxoffice operators.
MOTION PICTURE DAILY
Wednesday, September 27, 1950

NEWS
in Brief . . .

Personal Mention

SOL A. SCHWARTZ, executive vice-president of RKO theatres, is on tour here from the Coast.

MICHAEL CURTIZ, Warner producer and member of the Sunday faculty of the University of Washington, has arrived here for the premiere of his new film, "Cabinet of Dr. Jekyll and Mr. Hyde," which he made in England last year with Robert Young and spares the company of the interests held by Messmore Kendall, and a Catholic Church in Washington, D.C. He was preceded by the late Major Edward Bowes, who was reported yesterday by a Loew's spokesman to have died this morning at 80 of heart failure, leaving the company with 50 per cent, while the other 50 per cent was divided among the sellers.

Hollywood, Sept. 26—Luis Cesar Andujari, president of the Argentine Academy of Cinematographic Arts, and the following: 12 Hollywood studio representatives were already among the seven great centers which are to attend the festival in Houston, from Oct. 30 to Nov. 2.

LONDON, Sept. 26—To date, 2,327 theatres have contracted to exhibit the 12 Hollywood studio industry shorts, which represents rents of approximately $100,000 to help provide a treasury for the British industry's business drive.

4-City Premiere for 'Rocky Mt.' Oct. 6

The four-theatre world premiere of Warner Brothers' "Rocky Mountain," will be held on Friday evening, Oct. 6 in Colorado Springs, as the feature of a day of celebration through the Rocky Mountain area. Among the stars scheduled to be present in person for the premiere, slated for the Chief, Peak, Broadmoor and Eighth street theatres, are Virginia Mayo, Michael O'Shea, Mr. and Mrs. Guinn (Big Boy) Williams, Dick York, and John Derek.

A "Rocky Mountain" contest now current in leading Western cities will provide the motif for the premiere-day parade in Colorado Springs. The parade will be a prelude to a "chuck wagon luncheon."

Cinerama's First Will Not Be From Wallis

Hal B. Wallis, president of Hal Wallis Productions, said yesterday that he will not produce the initial picture for Cinerama, which plans to use a three-dimensional production process that the studio industries have been seeking. Cinerama Inc. spokesman indicated that it was expected that Wallis would make the film. Wallis said that the Wallis' pictures, made public the producer's statement.

Press Premiere Oct. 10 For U-L's 'Harvey'

To help launch the international premiere and concurrently the premiere of "Harvey," an invitation premiere will be held at New York's Park Avenue Theatre on Tuesday evening, Oct. 10, for the press and for stage and screen personnel.

A simultaneous showing will be held on the West Coast, in Hollywood's Carthay Circle Theatre for executives and advertisers.

U-L's 'Harvey' Set For Public Premiere

Universal has concluded a deal with the Astor Theatre here to play its "Harvey," starring James Stewart, Jean Hagen, Janet Walley, sales vice-president, and Maurice Maurer, managing director of the Astor, announced jointly yesterday.

'Scully' Campaign To Begin Sunday

The sales competition for the "Bill Scully Trophy," sponsored by Univer-
sal Pictures in honor of its vice- president and general sales manager, will break Sunday, Oct. 19. The winner will be determined by the accumulation of sales and playdates over its quota will become the first holder of the trophy. In addition, the branch manager, each sales manager, and the sales manager of each exchange will receive a watch.

BARNEY BALABAN, Paramount president, has left the Coast for New York.

ROGER L. WELDEN and Miss, Mabel parer, return to Los Angeles, and will be married to Le Roy Sanitarium in Larchmont, N. Y., on Monday. Mrs. Welden is the for-
ter model, C. N., daughter of HERMAN STARK, vice-president of Warner Bros.

MURRAY SILVERSTONE, president of 20th Century-Fox International and Inter-America Corp., will leave here for two-months abroad at the weekend.

BERNARD G. KRAUSE, Eagle Lion Classics general sales manager, has left here for a two-week business and pleasure trip to South America.

DR. RUDOLPH GOLDSCHMIDT, general manager of Republic Interna-
tional, has left here for New York for office home conferences.

LOU J. KAUFMAN, Warner Theatres executive, is in Cleveland today and will return to New York at the end of the week.

EMERSON YORKE, New York pro-
ducer, left here yesterday for Hous-
ton.

ARCHIE T. MULL, booker at M-G-
M's Atlanta office, is the first em-
ployee there to be drafted.

40 Years on the Job Miss Pugh Retires

A reception was held yesterday afternoon in the lobby of New York's Plaza Hotel for Miss Pugh, given by RKO on her re-
tirement after forty years of service with the present company and its predecessors.

NED EDEPIN, presi-
dent of RKO; SOL A. SCHWARTZ, ex-
ecutive vice-president of RKO Thea-
tres, and 50 associates were on hand, Miss Pugh had more years of service than any other employee. She started at Hollywood Theatres in 1918 as a service girl, later Maurice Goodman, general counsel, and later became office manager of the sales department. The charge of all files, Miss Pugh will make her home in Lake Worth, Florida.

Also present at the reception were: Mrs. MARGARET MURPHY, a sister of Miss Pugh, Robert Mohrrie, Phil Reisman, J. Miller Walker, William H. Clark, Francis H. O'Connor, Garret Van Wagner, Edward J. Smith, Alke Roho, Harold E. Newcomb, L. E. Thompson, Miles Smith, Charles B. McDonald, Donald J. Loveenthal, Senator Walters, and others.

'Mines' to Music Hall

M-G-M's "King Solomon's Mines" has been set for release Nov. 24, the company reported yesterday. Picture is a Technicolor production, produced by John H. Hyde. "The Minnow Story," which will be directed, will be The Glass Menagerie" and "The Letter" will be released, and the replacement of "Sunset Boulevard," tomorrow.

Newsreel

PARADE

THE Noble Prize award to Dr. Branche and the fighting in Korea highlight the News Parade this week. Other items include the funeral of Jan Christi-

news Parade


PARAMOUNT NEWS, NO. 11—Kings in the USO, etc. Dr. Branche's Nobel Prize. Sun parade.


WARNER PATHE NEWS, NO. 117—Fighting in Korea. War games in Germany, etc. Dr. Branche's Nobel Prize. Sun parade.

KEOUGH Phillips to Address Para. Meet

Austin Keough, vice-president and general counsel for Paramount Pictures, and Louis D. Phillips, assistant general counsel, have been invited to address the company's division managers meeting here tomorrow and Fri-
day and will preside over the meeting. President of Paramount Film Distributing Corp., will preside at the sessions.

Support 'Mr. 880' to Hit Counterfeiting

Support for the plan to use "Mister 880" as the vehicle for a nationwide campaign against counterfeiting was given yesterday by top officials of Federal Reserve Banks in the East and financial writers of New York in a personal screening of the film at 20th Century-Fox's home office.

The plan of the group is expected to gain considerable added publicity for the campaign and result in numerous promotions through the nation's banks. The immediate plans are already under discussion for display material for banks, promotions through financial writers' groups, and radio publicity.
"I'm glad that M-G-M makes the musicals. Today with so much grief, the patron tries to escape from the world for a few hours. They thank us for it when they leave the theatre. It's a wonderful thing to be able to bring happiness into people's lives."

SI FABIAN—FABIAN THEATRES
First Up-state N. Y. Theatre TV Sat.

Albany, N. Y., Sept. 26.—Fabian’s Palace is scheduled to present its first full-screen television performance on Saturday afternoon, presenting the Notre Dame-North Carolina University football game.

The Palace will be the first Up-state New York theatre to show wide-screen television.

Jaeger New NTFC Head; Voting Today

Andrew Jaeger, film director for DuMont’s TV station WABD, is scheduled to be elected president of the National Television Film Council at the organization’s regular fall luncheon and forums at the Warwick Hotel here today. Jaeger is unopposed and will succeed Melvin L. Gold, National Screen Service advertising director and NTFC president for two terms.

Sealed ballots for the election of other officers will be tallied at the luncheon.

‘Vatican’ Viewed

Representatives of leading Roman Catholic organizations of this city were guests of Columbia yesterday at a special screening of “The Vatican” in the company’s home office. The Technicolor production will have its world premiere Oct. 4.

Star Contest Up to COMPO

The Star Makers Contest already has been discussed by Goldsden with representatives of all branches of the industry, the majority of whom were of the opinion that it would make an ideal project for COMPO because of its industry-wide implications and benefits. Its magnitude, however, raises the question of whether it might not require additional financing for COMPO, should the organization take it over.

The contest would be conducted in theatres on a nationwide basis with the object of developing new screen personalities and, at the same time, stimulating theatre attendance. A total of 30 new personalities, nominated by studios on the basis of three from each of the eight major companies and six from independent studios, will be shown in a series of six 10-minute shorts. Each subject will consist of five new-star montages in screen tests, averaging one and one-half minutes each. The shorts will be released weekly over a six-week period, it was announced.

Participating theatres will distribute ballots and patrons will vote for their favored personality in each of the six shorts. The six personalities will then be entered in a final contest, the selection of ballots will be featured in a single subject for the final national contest. The entire contest would be scheduled to be completed within three months.

A special award would go to each of the six finalists, with additional awards to be made at public ceremonies similar to the annual Academy Awards ceremony. Attendance at the balloting, advertising and promotion activities would be carried on in the grand manner. The contest could be made an industry-wide event.

Participating theatres would agree to play one short a week for six consecutive weeks, utilizing the necessary billing, advertising and exploitation.

The contest itself is designed to have the practical result of encouraging and advancing new talent for the screen, as well as to revitalize public enthusiasm and stimulate theatre attendance.

Charles Schnee, Film Writer, in New York

Charles Schnee, screen author of Paramount’s “The Furies” and MGM’s “The Next Voice You Hear...” is in New York from the Coast for a two-week visit for business conferences.

American Guerrilla’ Premiere Here Nov. 7

“American Guerrilla” in the Philippines,” Technicolor war film which 20th Century-Fox made on location in the South Pacific Islands, directed by Lamor and produced by Larry Trotti. The scenario, by Gay Trotti, was written by the correspondent Ira Wolfert’s Book-of-the-Month selection.

Depinet Names

(Continued from page 1)

proval to COMPO’s executive board at an early date simultaneously with a plan already prepared by the Motion Picture Industry Council covering agreements with the government in the production of Armed Forces and information films.

Depinet also announced that Marvin L. Paris has been designated by the SIMPP to succeed Robert J. Rubin as one of that organization’s two representatives on COMPO’s executive board.

Halpern Predicts

(Continued from page 1)

games planned by Fabian Theatres and for the theatre TV contract for the next 10” games, he pointed out that these exhibitions will provide valuable experience for theatre television, emphasizing the fact that one or series of events at this time will produce conclusive and final data on theatre television. It will take much additional experience in many theatres in more areas throughout the country to establish the pattern of television in theatre.

“Television has a profitable future for theatres and all segments of the motion picture industry, but it remains to be seen how fully and quickly this potential will be realized.”

Columbia to Start Eight

Columbia has scheduled six features and three 13-series serials for production starting during October, beginning with “Dick Tracy’s Ruggles.” This Louis Hayward starrer will be before the cameras on Oct. 2. Ralph Murphy will direct, with Harry column producing. “Two of a Kind,” be produced by William Dorien, directed by Henry Levin, will go under way later in the month.

The John Derek starrer, “Mask of the Avenger,” will also start on Oct. 16. The first Technicolor to be released, “Two of a Kind,” starring Robert Mitchum will launch “Island” on Oct. 27, and on that same day Milton Feldman will place “My True Story” in work. “Snake River Desperadoes,” starring Charles Starrett and Smiley Burnette, will begin Oct. 17, with Colbert Clark producing. The first of the 10, directed by Jules Dassin, will be a picture of the Samuels Fuller novel, “The Dark Page.” “The Mysterious Island,” according to Columbia’s official, has been scheduled forSam for an Oct. 26 start.

Top Artists Hired For U-I’s ‘Harvey’

Eight leading West Coast art directors, most of whom have been engaged by Universal-International to create original advertising designs for U-I’s “Harvey,” were announced Friday.

One of the six freelance designers engaged by U-I, with the remainder, including some of the best in the business, having been engaged by Universal-International to create original advertising designs for U-I’s “Harvey,” was announced Friday.

$979,171 U Net

(Continued from page 1)

its bank loans by consummating a new bank credit agreement providing for periodic call and redemption with a final maturity date of June 1, 1954. It provides for a maximum credit of $7,500,000, of which there is a revolving portion secured by the pledge of some of the company’s pictures. This new credit agreement replaces a bank loan which had a final maturity of May 1, 1952. Since the commencement of the current fiscal year, the company has raised its bank borrowings from $7,500,000 to $5,650,000.

Myers Praises

(Continued from page 1)

the same, except for four new board of directors, one of whom is Mrs. Doleah Cassidy, of Midland, Mich. She became the organization’s first woman on the board of directors.

The business sessions were enlivened by the 10th annual convention ball at the Hotel Fuller, George Murphy, M-G-M star and president of the Screen Actors Guild, was the honored guest.
UK Financing
(Continued from page 1)

The corporation also is refusing now to advance that part of picture financing covered by distributors' guaran-
tees, which means the exhibitors must not expect to keep employment at the same level attainted in recent months. An uproar in employment occurred during July and August but unemploy-
ment since has increased and this tren 68, we seems likely to continue, Lawrie
Lawrie said the change in FFC policy was necessitated by the fact that the $1,000,000 (or $1,000,000) ad-
ditional recently granted the corpora-
tion by the government is inadequate in relation to demands and, secondly, the reduced quota, effective next Sun-
day, means that unless circuits are willing to show more British pictures than the minimum 30 per cent, "the corporation will find difficulty in financing projects without a virtual guarantee of a circuit release.

Lawrie declined to discuss the out-
standing balance or other details of the FFC's $3,000,000 advance to British Lion Films but admitted that a refinancing of British Lion in due course is involved. He also reaf-
ermed that he is endeavoring to devise a form of group production but de-
clined to divulge details.

McCarthy and Canty
(Continued from page 1)

...they are the MPAA in London dur-
ing the current U. S. visit of chief
representative Fayette W. Allport, will confer by telephone again tomor-
row on another pact detail that has to be ironed out.

These conferences are understood to center around the phraseology of an
explanatory preamble to the pact.

It is expected that when the point has been clarified to the satisfaction of both the British and Americans the agreement will be ready for formal signing, is scheduled to become effective next Sunday, regardless.

Reviews
“Between Midnight and Dawn”
(Columbia)

THE STORY of two metropolitan policemen on their routine rounds of
duty, which has been turned into a melody-plate melodrama in “Between Mid-
night and Dawn.” Made unpretentiously, but competently, the picture aims
at general appeal and as such makes an inviting entertainment package. Mark
Steve and Edith Atwater evinced the cast as the cops, with Gale Storm providing the feminine lead.

The chief nemesis of the two officers is a hot-tempered gangster, Donald
Baker, who rules a little underworld empire through the weapons of intimida-
tion and murder. The cop keep a close eye on Buka and their opportunity
is him when he murders a rival gangster. A violent chase ensues
as the cops get their man. There follows a court trial and a sentence of death, for Buka's vendetta on the two cops.

In the meantime Miss Storm has just about fallen in love with both cops. She,
however, chooses Stevens for marriage. As the date of the marriage
comes near, the Widget, who carries out his threat by killing Stevens, O'Brien dedicates himself to retribution. The story by Gerald
Drayson Adams and Leo Katcher builds up considerable tension as the hunt
for the villain proceeds. In a melodramatically exciting ending O'Brien
finally corners his elusive prey. There remains only a pleasant romantic knot
to be tied with Miss Storm. Gordon Douglas directed, from the screenplay
by L. Frank Baum, which was produced by Harry Tone, Lingo, Hunt Stromberg produced.

Running time, 89 minutes. General audience classification. For October
release.

“Sunset in the West”
(Republic)

T IS an entertaining up-to-the-mark Western in Truecolor. Roy Rogers gives
his usual smooth performance and sings his quota of tuneful songs, ac-
companied by Foy Willing and the Riders of the Purple Sage. Despite the
seemly Edward White and Directed production and William

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INVESTMENT MANAGEMENT SERVICE
...It provides, among other services—

- Investment advice
- Constant supervision
- Care and custody
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- Tax information

Ask for a free copy of this helpful folder at any branch of Bank of America or consult the Trust Department, 660 South Spring Street.

New England Debut
For RKO ‘Outrage’

RKO Radio's "Outrage" will be
premiered in some 15 theaters in
New England, including Keith's
Management Center, Boston, today.

Besides Boston, it will also open in
Lowell, Providence, Portland,
Worcester, Boston, Manchester
and Bangor, Maine. The picture
released by the New England
Theatres Corporation, the distri-

New England Theatres
Use Bank of America
INVESTMENT MANAGEMENT SERVICE
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Where's Everybody?
2,271 British Theatres Ask Quota Relief

 Defaults Are 'Numerous' Prosecutions Started

LONDON, Sept. 27.—The Board of Trade reported today that 2,271 theatres have petitioned for relief from the new 30 per cent quota which will become effective on Sunday for the ensuing 12 months.

The Board has granted relief in varying degrees to 1,379 theatres and has granted complete exemption to 203 others. It rejected 689 applications for relief.

Last year, 2,707 theatres sought relief from the then 40 per cent quota, of which 1,498 received some concessions, 223 were exempted entirely and 980 applications were refused.

On the basis of the adjustments granted last year, the over-all quota average was 33 per cent. On the same basis, the average for the coming year will be 47 per cent.

(Continued on page 5)

Distribution Bonus Confirmed By BOT

LONDON, Sept. 27.—Clarifying recent misunderstandings here on interpretation of the new remittance agreement with the American industry, a Board of Trade spokesman today said American payments in dollars for Western Hemisphere distribution rights to British pictures will qualify for bonus conversions under the agreement.

The spokesman confirmed that the agreement will become operative on Sunday, as scheduled, even though the formal signing of the document was delayed.

(Continued on page 5)

Special Drive-in Insurance for Rain

While insurance against rain may be secured for most outdoor events, a special rain insurance for drive-in theatres is now available, to be underwritten by the New York theatre brokerage and realty firm of Fass and Wolper.

Monroe Fass, head of the firm, said here yesterday there has been made available two types of rain insurance for drive-ins, one based on the maximum attendance and another based on receipts.

(Continued on page 4)

ClaimsAudience of 35-42 Million for '50 Series Telecasts

An audience of some 35-43 million persons will view the telecasts of the 1950 World Series ball games, according to J. R. Poppele, president of the Televisi on Broadcasters Association.

Poppele bases his estimate on the fact that 85 per cent of the nation's 8½ million TV sets now in operation are used to view the TV stations in 48 TV network markets which will carry the Series telecasts. The TBA president argues that an average of from five to six persons (sets in public places, store windows, etc., included) per TV set will be watching the Series— for a total viewing audience of from 35-42 million persons.

This figure compares to an estimated 2,000,000 persons for the average 1949 World Series telecasts.

(Continued on page 5)

Autry to Take TV Case to Pittsburgh

PITTSBURGH, Sept. 27.—Gene Autry, Western film star whose television film activities have elicited angry reactions from United States leaders, will be a guest speaker at the annual Allied convention to be held here at the William Penn Hotel, Monday through Wednesday.

When Pete Wood, secretary of Ohio (Continued on page 4)

34,541 Short Film Bookings for Para.

Paramount had 34,541 short subjects and newsreel bookings through the U. S. during "Paramount Week," an all-time high, according to Oscar A. Morgan, short subject and Paramount News sales manager. This was more than 2,000 above the previous 1949 record, Morgan said, pointing out that the 1950 showing, made Sept. 3-9, was accomplished with 52 subjects, against the 64 released in the previous year.

Morgan said that the "Paramount Week" showing and current bookings reflect an increased demand for this type of product. He explained that the war in Korea has stimulated interest in newsreels.

N. J. Ticket Price Hikes Are Forecast

Wilbur Snapper, president of New Jersey Allied, said here yesterday that he "wouldn't be surprised" to see a more or less widespread increase in admission prices at New Jersey theatres in the near future.

At Tuesday's New Jersey Allied membership meeting in Newark considerable sentiment was expressed in favor of increasing admission prices to meet any losses the theatre has.

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Charge Flat Rentals Here Hit Profits

Companies Asking Price Held to be 'Inequitable'

Without naming any companies, Wilbur Snapper, president of Allied of New Jersey, contended here yesterday that flat rental policies covering the New York Metropolitan area are not designed to allow classified theatres an equitable margin of profit.

A number of companies, he pointed out, have put certain low, earning, subsequent runs houses in the "flat-rental" classification in consequence of organized exhibitor appeals for the action, but, he added, the narrow margin between actual earnings of theatres and the "asking price" tend to nullify the attractiveness of flat rentals.

Snapper indicated that his views are

(Continued on page 5)

Warner Spur Coast Freedom Rally

HOLLYWOOD, Sept. 27—Taking his text from the Bible and Liberty Bell, Harry M. Warner, president of Warner Bros. Pictures, yesterday told 3,000 studio employees in a Crusade for Freedom rally that aspirations to democracy have been the heart's desire of human beings since the earliest days of slavery.

The Bible text Warner quoted was in part, "Grant us peace. Thy most precious gift; bless our country that it may ever be a stronghold of peace and its advocate."

(Continued on page 5)

Skouras in Plea for Support of the UJA

BOSTON, Sept. 27—Urging the industry to support the United Jewish Appeal, Spyros P. Skouras, president of 20th Century-Fox, addressed a meeting of the UJA at the Hotel Statler here this evening.

Noting the number of film leaders in the audience, Skouras cited the industry as a medium of universal entertainment and enlightenment, and therefore concerned with the signif—
**News in Brief . . .**

THE “Scheduled Performances” engagement of 20th-Century-Fox’s “All About Eve,” opening Oct. 13 at New York’s E revue in the half-hour slot next toorg.; a one-night stand at the Gerber Thursday, Dr. . .

**Personal Mention**

LEO SPITZ, and ROBERT GOLDSMITH of Universal-International, returned here yesterday on the S.S. Queen Mary from a European trip.

FRED M. PACKARD, Columbia producer, and his wife, the formerStories, will fly to London today for a two-week stay with her parents, the J. ARTHUR PACK.

JACK WEATHER, independent producer, and his actress wife, BONITA O’DAY, now in New York, have arrived here for a three-week visit.

EDWARD CHEYETT, special assistant to Motion Picture Association of America president ERIC JOHNSTON, has left Washington for Hollywood.

WALTER E. BRAWNER, RKO Radio Western division sales manager, has returned here from the Coast.

CHARLES BOBBERS, RKO Radio North-South division sales manager, has returned here from Jacksonville, Florida.

Adrian Scott, Last of The 10′s, Gets a Year

WASHINGTON, Sept. 27—Former Hollywood producer Adrian Scott, last of the so-called “Unfriendly Ten” to be brought into Federal Court for sentencing, today was given a year in jail and a $1,000 fine. To tell the House Un-American Activities Committee in the fall of 1947 whether or not he was a Communist, Hollywood workers are already in jail, on sentences of six months to a year. They all also drew the $1,000 fine. Scott had not been sentenced because he has been in ill health and under a doctor’s care.

Ohio Okey’s ‘No Way’ With Some Deletions

COLUMBUS, O., Sept. 27—Revised print of 20th-Century-Fox’s “No Way Out,” with the race-riot scenes substantially cut, was approved by the Ohio Board of Censors, said Dr. C. C. Hissong, state director of education and chief film censor.

Luncheon for Autry

COLUMBUS, O., Sept. 27—Columbia cowboy star Gene Autry will be the luncheon guest today at the Hotel Warwick where the company’s division managers are in a luncheon meeting with executives. Autry is appearing currently in the rodeo at Madison Square Garden.

SAG Files Here to Arm for TVA Tilt

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Universal Stock in New High for Year

Following Tuesday's consolidated net profit report of $979,171 for the 29 weeks ended July 29, compared with a loss of $775,018 for the corresponding 29 weeks in 1949, Universal Pictures common stock on the New York Stock Exchange yesterday reached a new high for 1950, closing at 12, an increase of a full point over the previous day's closing.

Revised 'Doom' in New Openings

Samuel Goldwyn's "Edge of Doom," which recently went back to the studio for several retakes following its recent premiere at the Astor Theatre here, showed considerable strength in two openings yesterday.

In New Orleans, at the RKO Orpheum, the new version did $3,200 for the day, marking the best business at that house in two years. In its Denver opening, at the RKO Orpheum, the picture did $2,500, said to be a healthy figure for the house.

Skouras' UJA Plea

(Continued from page 1)

ence of Israel in the world picture.

Skouras urged support for Israel as another barrier against dictators and despots. Comparing the war in Korea with the struggle of Israel, Skouras urged financial aid.

Review

"Dial 1119"
(Metro-Goldwyn-Mayer)

THE title of this pretentious melodrama about a crazed youth who holds a small group of patrons at bay in a metropolitan dining establishment is represented as the telephone number that one calls when the police are needed in an emergency. Marshall Thompson plays the mentally-damaged young man, and the unhappy people whom he threatens with his automatic include a feminine barmaid, a broken-down newspaper reporter, the grill owner, a bartender and a pair of tentative lovers, portrayed in that order by Virginia Field, James Bell, William Conrad, Keefe Brasselle, Leon Ames and Andrea King. Also assigned a more or less significant role is television as represented by the tavern's set.

Director Gerald Mayer bore down hard to imbue the proceedings with suspense and terror, but was sold short by a script that is marked by superficiality. Performances sparkle at times, but for the most part are strained and unconvincing. The melodrama is good, however, when it is permitted to run high, as in the scene where Thompson shoots down in cold blood the police psychiatrist (Sam Levene) who arrives his way into the police physician's set.

The picture was produced by Richard Goldstone. John Monks, Jr., wrote the screenplay, from a story by Hugh King and Don McGuire.

Running time, 75 minutes. Adult audience classification. For November release.

Charles L. Franke

Hasselo to UA

Norman Hasselo, of the United Artists home office accounting department, has been appointed personnel director, it was announced yesterday by Frank L. McNamee, UA president.

Hasselo has been associated with UA for 12 years, joining the company in 1938 as a member of the tabulating department.

Drive-in Insurance

(Continued from page 1)

As expected, the National Board of Underwriters has recommended a policy of minimum coverage for drive-in theatre owners.

The insurance companies will furnish a basic policy of $1,000,000 for the installation, with a $500,000 deductible clause.

According to the Board, the policy will cover losses due to theft, fire, vandalism and other hazards.

US in Urgent Need
Of Film Technicians

World events have caused an emergency need for film and studio personnel to fill Civil Service technical positions at the installation of the U. S. Army Signal Corps Photographic Center in Long Island City, N. Y., according to Capt. D. E. McCarthy, Infantry, Public Information Officer. The Photographic Center, which produces training films, seeks experienced technicians in the following classifications: film editors, film librarians, studio electricians, cameramen, laboratory technicians, scenic artists, scenario writers, film directors, animators, production photographers, studio carpenters, grips, property men, recordists and mixers.

Autry to Pittsburgh

(Continued from page 1)

Allied, publicly protested the showing of Autry films on TV and suggested the possibility of motion picture theatre action against his films, the Columbia star replied in a letter that the video showings actually improved the box-office for his films in regular theatres.

Nevertheless, news that Autry will make a new series for TV, entitled "The Range Riders" and starring Jack O'Mahoney, caused Allied's national president, Truman Rembusch, to issue a statement that the matter was likely to come up at the Allied convention. Apparently Autry is prepared to defend himself in person before the assembled delegates, expected to number 700.

Take A Good Look At This Man

Paramount presents the exciting picture that you'll remember for its new face, its new force

INTRODUCING

CHARLTON HESTON

Directed by WILLIAM DIETERLE

LIZABETH SCOFCIELD

Screenplay by John Meredith Luct
Series Telecast  
(Continued from page 1)

Warner Sparks ‘Crusade’  
(Continued from page 1)

UA Cut at Stake  
(Continued from page 1)

David Levinson, representing UA, claimed that any legality before acquisition of the stock has no bearing on the contract as a contract per se. Urging the court to rule the contract valid, Levinson asserted that it was voluntary and that any commercial group in need of goods to continue trade enters into legitimate bargains.

The contract, which provided for UA to pay $10,000 for the one-third interest in the theatre corporation and to supply first-run pictures, has been held in escrow for the past two years, but the escrowee withdrew recently.

still awaits arrangements which are in progress now. The agreement will be published as a governmental White Paper as soon as the necessary printwork can be arranged.

Assembled in the presence of the Film Council, the board spokesman carried with him the statement that the Council and the board are in agreement and that the Council will use its full power to publish the agreement.

Quota Relief  
(Continued from page 1)

will be 25 per cent. The Quota Relief is contemplated to deal with a large number of quota defaults for the year now ending, prosecution against whom has been recommended. An example is the Prince of Wales Theatre in Leicester Square, which normally houses stage plays but which this year played "The Secret Life of Walter Mitty" for 12 weeks without a compensating British film booking. The case against the theatre will be heard Friday.

Legion Reviews 17; Rates One as 'C'

Seventeen additional films have been reviewed by the National Legion of Decency with one, Lux Film's "The Hated City" and "Silver Raiders"; Astor Pictures' "Holy Year at the Vatican"; Cap-Ben-Fox's "Holy Year, 1950" and "I'll Get By"; Eagle Lion Classics' "I Killed Geronimo"; Columbia's "Indian Territory" and "The Vatican", M-G-M's "King Solomon's Mines."


Flat Rentals  
(Continued from page 1)

lected those of the New Jersey Allied membership meeting in Newark last Tuesday. He observed that "no theatre, except perhaps the deluxe, large-grossing house, is better off on percentage; if it can buy film at an equitable flat rental."

The meeting, Snoper said, demonstrated "hesitancy on the question whether lump sales or "package" deals contracts that are being applied in other territories would be suitable to the New York Metropolitan area. He pointed out that even Northern New Jersey, which is part of the area, is a "compact" exhibition sector, and might not lend itself to group selling "since," he added, "it is dependent on prior runs."

TODAY'S NEWS-MAKING STAR IS YOUR MONEY-MAKING STAR  
OF TODAY AND MANY TOMORROW, FOR AS FILM DAILY SAYS:

"CHARLTON HESTON is bound to become one of the screen's top stars. All the hoopla about him is more than justified."

A HALL WALLIS PRODUCTION

DARK CITY

VIVICA A. LINDFORS  •  DEAN JAGGER  •  DON DEFORE

H. L. Marcus  •  Adaptation by Ketti Frings  •  From a Story by Larry Marcus

Book The Industry Short  
For Disabled American Veterans—  
"On Stage Everybody"
She keeps the romance running smoothly...

THE spell of this picture's song and story might suddenly be broken... but for film row's "first lady," the exchange inspectress.

With unrelenting vigilance, she has inspected every inch of film before each booking... checked it for worn perforations, torn splices, and other signs of wear and tear that might hinder smooth projection and mar the enchantment of the show. By this painstaking care of film and unceasing effort to keep each reel running smoothly, the inspectress has earned a place of importance behind the scenes of motion picture distribution.

And her work is all the more easily done for the quality and reliability she finds in the release prints made on Eastman film.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD
RKO Will Buy Reade's Stock In N. J. Chain

$1,500,000 for 50% Share of 12 Theatres

Walter Reade has agreed to sell to RKO his 25 per cent interest in Trenton-New Brunswick Theatres, thus ending protracted negotiations and litigation over severance of the joint interest in the circuit, it was announced yesterday by Reade and Neil E. Depinet, RKO president.

The reported purchase price for the Reade interest is $1,500,000. The Trenton-New Brunswick company operates 12 theatres in the two New Jersey cities.

RKO held 50 per cent of the company's stock, and with the acquisition of Reade's interest this is increased to 75 per cent. The Frank V. Storrs estate owns the other 25 per cent, which is not included in the deal. Under the New York statute court

50% of TV Co's Turn Down FCC Color TV Plan

WASHINGTON, Sept. 28—Companies accounting for almost half the nation's television output today rejected—carefully hedged language—the Federal Communication Commission's proposal that they start making their sets immediately with so-called Bracket Standards. Bracket Standards would permit set owners to pick up CBS color signals and black and white.

The commission, in its color division on Sept. 1, said it liked the CBS

RD-DR Claims Loss In Censorship Case

WASHINGTON, Sept. 28—The producers of "Lost Boundaries" told the U. S. Supreme Court today that they were the only ones with legal standing to challenge the Atlanta censor board's banning of its production.

The RD-DR Corp., (Readers Dis- gust-De Rochement) filed an answer to a brief submitted recently by the

Canadian Showmen Not Singing the Blues; Their Grosses Set a Record

Ottawa, Sept. 28.—The Canadian government reports from this Capital city that box-office returns of motion picture theatres in the sprawling Dominion reached an all-time high of $78,556,700, last year, compared with the previous high of $68,619,017 in 1948.

The number of paid admissions was 258,411,900, compared with 222,616,785 in the previous year.

The number of film houses across the Dominion increased from 1,917 to 2,201.

While Famous Players' 200-odd theatres represent only about one-eleventh of the total operating, their part of the take was considerably greater because of their generally larger size and usually heavier populated locations.

Martin, Lewis Team Chosen As Top 'Stars-of-Tomorrow'

Skouras, D. of J.

In Decree Talks

Washington, Sept. 28—Sypros Skouras, 20th Century-Fox president, and George Skouras, president of Skouras Theatres, New York, conferred here today with Department of Justice officials on theatre ownership problems involved in the consent decree being negotiated by the company in settlement of the government antitrust suit.

Charles Skouras, president of National Theatres, 20th-Fox subsidiary, had been engaged in similar conferences here for the preceding 10 days.

Hollywood, Sept. 28.—Dean Martin and Jerry Lewis, the former nightclub comedian team, swept to prominence by appearances in Hal Wallis's two "My Friend Irma" pictures, jointly won the Number One spot in the 10th annual "Stars-of-Tomorrow" poll conducted among America's exhibitors by the Motion Picture Herald.

They are the first talent tandem ever to head the "Stars-of-Tomorrow" list, and they are the first comics to be named among the "Top 10" in the eventful decade of the poll's operations.


Johnston Cites NCCJ As 1951 Campaign Is Mapped

The work of the National Conference of Christians and Jews in extending human understanding was cited yesterday by Eric A. Johnston, national chairman of this year's "Brotherhood Week" campaign, as an important contribution to the strength of America in a time of world crisis.

Johnston, a participant in a conference of American industrial leaders called by General Eisenhower to appraise American resources, absented himself from that meeting in the Waldorf-Astoria Hotel here yesterday, long enough to address the announcement

U" to Roll Out the Carpet for Ad Heads

United Nations and film industry leaders, headed by Eric Johnston, president of the Motion Picture Association of America, and Benjamin Cohen of Chile, UN Assistant Secretary-General and information head, will join Universal-International executives at a luncheon at the "21" Club here on Friday, Oct. 6, in welcoming U-I advertising and publicity representatives from all over the

20th-Fox Film Rentals Up 4.4%: Skouras

See Increase Since July 1 Leading to 'Best Year'

Twenty-first Century-Fox film rentals showed an increase of 4.4 per cent in the 10 weeks following July 1, as compared with the corresponding period in 1949, 20th-Fox president Snyder P. Skouras reported to stockholders in an interim report made public yesterday.

"It is hoped that by the end of the year domestic film rentals will surpass 1949, our best year to date," Skouras said.

"Foreign rentals are likely to be slightly less than the preceding year, but only because of the devaluation of foreign currencies."

"Theatre receipts are substantially below a year ago. A considerable part of the decline in our theatre receipts has been caused by the diversion

20th To Continue To Produce Abroad, Says Darryl Zanuck

Twentieth Century-Fox will continue its policy of producing abroad those films whose story or background needs cannot be met or recreated in Hollywood, Darryl F. Zanuck, production vice-president, told the trade press here yesterday following his return from a two-month trip to England, France, Germany and Austria.

With shooting on "Legion of the Damned" starting today in Munich and with "No Highway" underway in England, beginning last Monday, Za-

Rugoff Is Elected MMPTA President

Edward N. Rugoff yesterday was elected president of the Metropolitan Motion Picture Theatres Association at the organization's biennial meeting at the Hotel St. Moritz here. He will serve for the next two years. Rugoff succeeds Leo Brecher, who was elected board chairman at the meeting. The board chairmanship pre-
New Lighting Unit For Technicolor

Cut Costs: Kalmus

HOLLYWOOD, Sept. 28—Technicolor is about to introduce a new photographic system to eliminate the need for arc-light illumination in shooting interior scenes and bringing Technicolor lighting requirements within the range that has been used for black-and-white photography," it was disclosed here today by Dr. Herbert T. Kalmus, president of the company.

Kalms told the press that the new system, which will be offered to the trade for use in from four to six months, will enable producers using Technicolor by doing away with numerous and cumbersome arc lights, to get the same results, while enabling them to substitute unfiltered incandescent lighting such as is now used for black-and-white. The saving in time, resulting in faster shooting schedules, and in lighting-equipment costs and production-crew manpower, will accrue to producers when the new system comes into use, Kalms pointed out.

There will be no increase in Technicolor costs to producers, he said.

Kalms reported that the new system, on which research has been proceeding for some time, calls for essential changes in camera, lenses, and girlfriend, and throughout the whole laboratory process, but declined to divulge the technical details. He would not comment on the present due to patent considerations.

Conversion to the new system will entail extensive modification of laboratory procedure and the erection of a new building on the company's Hollywood site.

The new system will require about two-thirds as many incandescent lighting units as arc-lights used under the present methods. Kalms pointed out that the new system will be particularly beneficial to producers film-

ing abroad where elimination of arc lights is a great lack of lighting equipment.

$20,000 for 'Manegerie' 

Warner Brothers' "The Glass Manegerie" opened at the New York Music Hall yesterday to an estimated gross of a strong $20,000, it is understood.

MOTION PICTURE DAILY Friday, September 29, 1950

Personal Mention

JOHN P. BYRNE, M-G-M's Eastern sales manager, will return here Monday from a vacation.

RICHARD HARPER, M-G-M home office sales executive returned yesterday from White Sulphur Springs, Va., where he spent his honeymoon.

ED THORGERSON, Movietone News commentator, has signed for a 26-week television program over WPXJ, starting Oct. 2.

LEON J. BAMBEGERS, RKO Radio productions manager, has returned here from the Kansas-Missouri Theatre Association convention in Kansas City.

DAN WAGNER has joined the Denver office of Rehelt as booker and salesman.

CARLOS NIEBLA, manager of M-G-M of Mexico, is here on business, accompanied by Miss. NIEBLA.

OCTAVO LIEMA, who is license for RKO Radio in Spain, has arrived here.

Sullivan to Stamp The Field for TOA

Gae Sullivan, executive director of the Theatre Owners of America, will leave here early next month on an extensive speaking tour which will take him from New York until after the four-day TOA Mid-Century convention in Houston, starting on Oct. 16.

Sullivan will address the annual convention of TESMA at the Stevens Hotel on Oct. 9, on the subject "TOA and TESMA." From Chicago, he will go to Hastings, Neb., to attend a district meeting of TOA exhibitors at the Clark Hotel where he will speak on "Competitive Bidding and Industry Arbitration."

MPIC Okays Plan

To Aid U. S.

HOLLYWOOD, Sept. 26.—Plans to set up a production advisory panel in Hollywood to aid the government in making international and armed service propaganda is the approval of the Motion Picture Industry Council at their regular meeting last night. Although formal submission of the MPIC plan to the government is being held up pending completion of related plans by exhibition and distribution, as agreed to at the recent COMPO meeting in Washington, MPIC met and discussed the topic thoroughly.

Charles Ferguson, 75

Charles Ferguson, 75, veteran Loew's theatre manager, died St. Petersburg, Fla., on Tuesday, it was learned here yesterday. Ferguson, who retired in 1947, had served 41 years in the industry, heen manager of Loew's Lincoln Square Theatre here. In later years he acted as manager on the Loew's New York Circuit.

H. M. RICHEY, head of M-G-M's film sales operations, will attend the opening of the National Labor Relations Board in Chicago today for the Pantages Theatre, and the national Allied convention.

JOSEPH L. STEIN, of Sargoy and Stein, film attorneys here, has recovered from a protracted illness and is back at his desk.

NAP LEVY, RKO Radio Eastern division sales manager, has left here on a business trip to Philadelphia and Detroit.

RAY NABARRO, Columbia director, will leave Boston Sunday for New York.

SHERLY BURNETT, Columbia western actor, will leave Boston for Hollywood on Monday.

MIL KERMAN, president of Favorite Films, has returned here from Chicago.

CHARLES LEVY, Walt Disney's Eastern publicity representative, has returned here from Hollywood.

Sears Braced Against UC Appeal Answers

United Artists asserted yesterday in answers filed in U. S. District Court here to Gradwell Sears' suit for $14,000 allegedly due in back salaries, that the former company president, who has meanwhile become general sales manager, breached the terms of his employment contract by being absent from duty for five weeks in July and August. That was the reason why the company did not pay him when president, his weekly salary of $2,500 for those weeks, the UA document stated.

The single-page answer also contained a statement of general denial of all allegations made in Sears' complaint, and asked for dismissal of the action. Sears' complaint claimed the $14,000 is owed him for the period because his absence was due to illness.

Not to Distribute Louis Film

Decision not to distribute the Joe Louis-Ezzard Charles fight pictures taken Wednesday night was reached by RKO yesterday because of their lack of "dramatic excitement," an RKO official said. A crew from RKO Pathé photographed the bout at Yankee Stadium for RKO and Madison Square Garden Corp.

Goldstein in Atlanta For Final Mono. Meet

Morey Goldstein, Monogram-Alfred Art -national sales manager, is in Atlanta from New York to preside over the third and final regional meeting of salesmen and bookers. Attend- ing the meeting will be personnel of Atlanta, New Orleans, Charlotte and Memphis branches. James Priechar, Dal- las branch manager, will attend.

The meeting will be held tomorrow.

Mono. Home Office Votes for 'No Union'

Monogram's home office "white col- or" workers voted in a National Labor Relations Board election here yester- day to do without a collective bar- gaining agency.

A former Employees Guild (UPOWA), which had been representing the Monogram workers, withdrew from the ballot prior to the election, thus giving the voters a choice between IATSE Motion Picture Office Employees Local No. 63 and "no union."

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

Jane Wyman • Kirk Douglas

Gertrude Lawrence • Arthur Kennedy

THE GLASS MANEGERIE

Distributed by Warner Bros.

SPECTACULAR STAGE PRESENTATION

IN PERSON

TONY PASTOR

DEMARCO

MONTAL

N'AL MAN

IN PERSON

Spotsy Hill

MAYFAIR

ROX BOX LANCASTER

Dina Merrill

bally's

mister

RYAN • SCOTT

FLIP SPALDING

WALT DISNEY'S

TREASURE ISLAND

Presented by Robert Ediston Stevenson

1950

CAPITOL

'90

SPITALNY

MAYFAIR

"BORN TO BE BAD"

Carol Lynley

BENJAMIN SPALDING

SOUTH STREET SPRINGS,

Rox

FRANKLIN

Walt Disney's PICTURE HOLD

BETTER THEATRES AND

INTERNATIONAL MOTION PICTURE

ALMANAC

Flame. Entered as second-class matter, Sept. 23, 1908, 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 $10 foreign; single copies, 10c.
Memo for Marquees ★ ★ ★

Alert exhibitors everywhere will note well the full report on “Stars of Tomorrow” in this week’s issue of Motion Picture Herald.

It has always been a maxim of show business that those who are quickest to recognize what (or who) the public wants are the ones who make the most money!

It is also a thoroughly known fact that the screen must constantly develop and add new stars, to maintain fresh appeal—to keep drawing its audiences of all age groups back to the theatres as frequently as possible!

Keenly aware of the great importance of these fundamentals, Motion Picture Herald has been performing what has become widely recognized as a vital service since its inauguration in 1941; we have united the thinking of the exhibitors of the U. S. A. and likewise Canada, to bring to each the consensus of opinions of all.

And now, for the tenth consecutive year, Motion Picture Herald presents its full report of its “Stars of Tomorrow” polls of American and Canadian exhibitors—with separate totals for circuits and independents, and combination of both groups for each country.

The complete report and related information and comment requires four pages—but “thar’s gold in them thar pages” for all who study and fully realize their practical significance!

Like to know how right these polls have been?
Here are some of the stars predicted during the previous nine years:

RITA HAYWORTH ★ RONALD REAGAN ★ DENNIS MORGAN ★ JACKIE COOPER ★ VAN HEFLIN ★ JANE WYMAN ★ ALAN LADD ★ BETTY HUTTON ★ TERESA WRIGHT ★ WILLIAM BENDIX ★ DONALD O’CONNOR ★ ANNE BAXTER ★ VAN JOHNSON ★ GENE KELLY ★ RODDY MCDOWALL ★ JUNE ALLYSON ★ BARRY FITZGERALD ★ SYDNEY GREENSTREET ★ JEANNE CRAIN ★ CORNEL WILDE ★ JOAN LESLIE ★ ZACHARY SCOTT ★ EVE ARDEN ★ LIZABETH SCOTT ★ DAN DURYEA ★ YVONNE DE CARLO ★ ROBERT MITCHUM ★ ELIZABETH TAYLOR ★ JANET BLAIR ★ MACDONALD CAREY ★ JANE POWELL ★ ANN BLYTH ★ CELESTE HOLM ★ ROBERT RYAN ★ DORIS DAY ★ MONTGOMERY CLIFT ★ KIRK DOUGLAS ★ PAUL DOUGLAS.
**Review**

**“Pink String and Sealing Wax”**

*Ealing Production—Pentagon*

The gaslight era at England’s Brilliant Theatre serves as the background for this tale of murder, which is played at Ealing Studios by Michael Balcon, with Googie Withers cast as the cold-blooded poisoner of her husband, pub-owner Garry Marsh. Under the direction of Robert Hamer, the screenplay by Diana Hardie matched to the familiar lines of period melodrama. Any audience which likes its crime films laden with suspense, spiced with humor and climaxed with ironic retribution should appreciate this Pentagon Pictures release.

Miss Withers, married to drab, bumbling Marsh, would like to ditch her husband for dapper John Carol, a race-fixing ex-jockey who is in the process of discarding his current mistress, Pauline Letts. But Carol, cooly looking out for his chance, is a constant menace to Marsh, Aneurin Peat, widowed owner of a prison restaurant. Miss Withers, knowing that she would be more desirable to Carol as the widowed owner of a pub, promptly turns her thoughts to murder. Her opportunity comes when Gorden Jackson, Reihal son of the local drug gang, turns from the strict regime of his own home to the pub and becomes infatuated with Miss Withers. The youth innocently remarks upon the similar symptoms of tetanus and strychnine poisoning and inadvertently gives Miss Withers a chance to steal some of the latter.

Marsh is administered the poison and his death is attributed to tetanus, leaving the murderess and her paramour, Carol, in happy control of the pub. Carol’s ex-mistress suspects the murder through the unwitting babblings of a lady-like dispossessed, splendidly portrayed by Miss Withers, who, with the slice order Marsh’s remains exhumed. Desperate, Miss Withers attempts to blackmail the druggist, who is also a public analyst, to the point of proposing his own poisoning, as he accomplice. The druggist, played by Mervyn Johns, refuses and the murderess kills herself.

Miss Withers bears the brunt of the plotting chores, and Carol and Johns are credited with the third prominent role. Light and momentous in the latter’s part, the film seems to overreach itself in the more dramatic scenes, are provided by the minor characters, among whom are Mary Marshall, Jean Ireland, Sally Jane Johnson, Beryl Reid, and others.

Running time, 75 minutes. Adult classification. For October release.

**Col. to End 3-Day Sales Parley Today**

A three-day conference of Columbus division managers and home office sales personnel will conclude today at the Hotel Warwick here. A Montague, general sales manager, has presided over the sessions at which sales plans for forthcoming product were discussed.

Present at the meetings from the home office, in addition to Montague, were Rube Jackson, Austin Ador, Louis Le Benger, Irving Forman, George Josephs, H. C. Kainman, Joseph Freiberg, Seth Raizer, Morris Goodman, Vincent Borelli, Irvin Scherman and Sydney Singerman.

Managers from the field include Nat Colon, S. A. Golanty, Jerome Safron, Carl Shaff, B. C. Marcus. I. H. Rozovini, R. J. Ingram and J. B. Underwood.

**Rentals Up 4.4%**

(Continued from page 1)

Rentals for the week of September 28, 1950, show an increase of 4.4% over last year, according to the Motion Picture Daily. The 14 Films Added to Heineman Drive

*Nine Equity features, four Warner Bros. pictures, three Columbia and one Universal release, round out three-picture slate available for release today.*

“Edge of Doom”

Tuesday, Oct. 3, at 11 A.M.

RKO SCREENING ROOM
1900 S. WABASH AVE., CHICAGO, ILL.
NCCJ 1951 Campaign

(Continued from page 1)

The 20th Century-Fox “scheduled performances” plan was called a “daring, courageous step forward” yesterday by Darryl F. Zanuck, 20th-Fox president and chairman of the NCCJ’s national convention committee. Zanuck cited Spyrkos P. Skouras, Al Lichtman and Charles Einfeld for devising the plan.

Zanuck said acceptance of the plan “by exhibitors and audiences will mean reaching conclusions” in production methods. “Once a producer knows that the audience is going to see his picture from the beginning, story, acting and editing are greatly simplified,” he said.

Darryl Zanuck

(Continued from page 1)

muck said that present 20th-Fox plans call for three pictures a year to be made in the U. K. The number of films to be produced in Continental Europe will depend on the nature of story properties, Zanuck said. At the same time the company will increase its foreign purchases, he said, and the producer said, providing material for good pictures is available. “I don’t want to give any figures about our production plans,” Zanuck said, “but for we are only interested in making pictures which will bring a good return.”

Production of “Legion of the Damned” marks the first time since the war that a major American company has used actual German studio facilities, Zanuck said. He spoke enthusiastically of Germany’s recovery and said that its studios, though lacking in equipment, are fine plants.

Zanuck had high praise for current German productions and said that within two years German-made films would be providing the U. S. with its greatest source of foreign film supply and competing with American pictures on Germany and surrounding countries. He cited “Legion,” which was being produced and directed by Aratos Litvak, with whom he had producediperator, as an example of a film which must be filmed abroad. Based on the book, “Call It Treason,” the film spans the last two weeks of the torturing Nazi regime. “Only in Ger-

Rugoff is Elected

(Continued from page 1)

viously was held by Fred J. Schwartz. Other officers elected yesterday are: Solomon M. Strausberg, first vice-president; Harry M. Zanuck, second vice-president; Russell Downing, treasurer; and David T. Katz, assistant treasurer.

In addition to chairman Brecher, the new board comprises: Oscar A. Doob, Downing, Lyceum; Frederick T. Zanuck, Katz, Sam Randler, Samuel Rosen, Rugoff, Fred J. Schwartz, Sol A. Schwartz, Straussberg and Robert M. Weinman. Organization’s executive di-

hotel, which was well-attended by members of the press. J. Robert Rubin, Loew’s vice-president and general counsel, presided at the NCCJ session, suggested plans for this year’s observance of the Birthday.

Included in the all-industry luncheon to be held in New York on Dec. 11 will be the presentation of the American Academy’s Arthur Spyrkos Skouras, 20th-Century-Fox president, on the NCCJ international conference in Paris last summer was given to the meeting by Dr. Everett Draper, executive secretary. The NCCJ has completed links with religious groups in Europe to intro-

ucleating to 34 bardzo to-ward this end last year. The film, which has been made entirely in the Soviet Union and features the famous actress, has been completed and is expected to be released in the U.S. early this year.

Filming Activities Increase on Coast

HOLLYWOOD, Sept. 28.—The production tally is up to a total of 34; eight more were started, while four were completed.

Started were: “Gasoline Ally,” Columbia; “Korean Patrol” and “The Kid from Mexico,” Eagle Lion Classi;

 Screening of “Das Bandit Queen,” Lipper; “Fangs of the North” and “Cavalry,” Seaboard; “Music of the Legends of the Damned,” 20th-Century-Fox. Completed were: “Fort正文

U’s Ad Heads

(Continued from page 1)

world, attending the first worldwide advertising-publicity conference in the history of the company in connection with the global launching of U-T’s “Harvey.”

The conference, called by Alfred E. Druckman, head of foreign distribution for U-T, and held in Palm Beach, Fla., was an advertising-publicity, will get underway in New York on the same day and will continue here and in Hollywood until Oct. 13.

Leaders of the Conference of Motion Picture Organizations, headed by Arthur L. Mayer, executive vice-president, will join Cohen and Johnston and Sangster at the conference in welcoming the U-T representatives. Publishers and editors of the trade press are also being invited.

N. J. Blumberg, U’s president, will head the group of company executives attending the conference including W. A. Scully, Daff, Adolph Schmich, Leon Goldberg, John J. O’Connor, Joseph A. Seideman, A. J. O’Keefe, David A. Lipton, Maurice A. Bergman, and C. J. Feldman.

KRO-Reade Deal

(Continued from page 1)

decree in the government anti-trust suit against the industry, joint part-

tnership of defendant companies were ordered dissolved. In its efforts to comply with the order in this instance, KRO offered to buy Reade’s interest in the stock, considered considerably lower than market value.

The negotiations continued for months with the Federal Court granting several extensions of the deadline for terminating the partnership. KRO was represented by its president, R. S. Reade, who appeared before the court for an order either to terminate the partnership or appoint a trustee to carry on the dissolution. Hearings were concluded by last Friday and the court was prepared to set a date for entry of judgment when the agreement by which Read will sell his interest to KRO was reached.

The Trenton-New Brunswick company was formed by Reade in 1922, affiliated with B. F. Keight, and Storis.

Canadian Showmen Agree on 5 of 10

Hollywood, Sept. 28. — Canadian exhibitors agreed with U. S. show-

ners for the Motion Picture Herald’s “Stars-of-Tomorrow” poll but their selections in quite a different order. They voted this way:

1. Arlene Dahl, 6. Vera-Ellen
2. Joan Evans, 7. Mercedes
3. Dean Jagger, 8. Mario Lanza
5. William Holden, 10. David Brian

“Stars-of-Tomorrow” (Continued from page 1)

Dean Jagger, Joanne Dru and James Whitmore.

The 10 selected by independent exhibitors alone were named in this order: Mar-

lin and Lewis, Miss Roman, Holden, Miss Dahl, Miss Lund, Whit-

more, Lundigan, Jagger and Miss Dru.

The 10 selected by independent ex-

hibitors alone were named in this order: Holdin, Martin and Lewis, Miss Roman, Vera-Ellen, Lund, Lundigan, Miss Dru, Jagger and Joan Evans.

The “Stars-of-Tomorrow” poll is Motion Picture Herald’s annual campaign compass to its 17-year-old “Money-Making Stars” poll, the industry’s oldest and most universally accredited yardstick of talent values. Both polls are conducted annually by direct-mail sealed-ballot and present the findings of theatre operators, both independent and circuit, in intimate and constant contact with the public that speaks its mind in the crystal-clear language of the box office dollar.

The search for fresh talent for the nation’s screens, always of keen inter-

test to exhibitors, has received added impetus in a proposal, initialed by John Golden, United Para-

mount Theatres president, that the Council of Motion Picture Organiza-

tions sponsor a nationwide poll among theatre operators who would vote for favorite new personalities. COMPO is expected to consider the plan at its next executive committee meeting.

Last year’s Top Ten in the “Stars-of-Tomorrow” poll were Montgomery Clift, Kirk Douglas, Betty Garrett, Paul Douglas, Howard Duff, Pedro Armendary, Dean Stockwell, Wanda Hendrix, Wendell Corey and Barbara Bel Geddes.

RD-DR Claims Loss

(Continued from page 1)

Atlanta censors, in which the censors also agreed, in that the film, original distributor of the film, had been denied the right to show the film by the Federal Court, who could legally challenge the cen-

sors’ ruling in Federal Court.

The producers told the high court that Film Unit had sought the rights and its distribution rights in the film termi-

nated. The statement said that RD-DR is not the only company suffer-

ing a loss from the Atlanta ban and therefore it is clearly the party to bring suit to recover same.

The case has been taken to the Su-

preme Court in the hope of getting a decision on the constitutional-

ity of zonal censorship laws for the entire country.
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<th>WEEK OF</th>
<th>COLUMBIA</th>
<th>EAGLE LION CLASSICS</th>
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<th>MONO.</th>
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<td>Aug. 13</td>
<td>(Aug. Releases)</td>
<td>IN A LONELY PLACE</td>
<td>Horst Tappert, Greta Garbo</td>
<td>D-40 min. (Rev. 5/12/50)</td>
<td>TRIPLE TROUBLE</td>
<td>Brown Brothers D</td>
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<td>Sept. 3</td>
<td>(Sept. Releases)</td>
<td>THE PETS GIRL</td>
<td>Robert Cummings, Jossie Castillo</td>
<td>D-87 min. (Rev. 8/29/50)</td>
<td>A LIFE OF HER OWN</td>
<td>Mary Milland</td>
<td>D-103 min. (Rev. 9/11/50)</td>
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<td>Sept. 24</td>
<td>(Sept. Releases)</td>
<td>NAUGHTY ARISTE</td>
<td>Louis B. Mayer, Ruth Chatterton</td>
<td>D-88 min.</td>
<td>BIG TIMBER</td>
<td>Reddy McDowell</td>
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<td>Oct. 1</td>
<td>(Oct. Releases)</td>
<td>THE FULLER BRUSH GIRL</td>
<td>Martha Scott, Holme Edge</td>
<td>D-95 min. (Rev. 8/23/50)</td>
<td>TOAST OF NEW ORLEANS</td>
<td>Kaj Natvig, Nita Lowey</td>
<td>D-95 min. (Rev. 8/24/50)</td>
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